



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING MINUTES

February 23, 2023, 3:00 PM
Santa Clara Convention Center, Meeting Rooms 203/204
5001 Great America Parkway
Santa Clara, CA 95054

CALL TO ORDER

Chair Hodges called the meeting to order at 3:04 pm.

ROLL CALL

Present: 3 Eron Hodges, Hyatt Regency
Chris Sullivan, Marriott Santa Clara
Kevin Dominguez, Element Santa Clara

Absent: 8 Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites Santa Clara–Silicon Valley
Farshad Mayelzadeh, Hilton Santa Clara
Bridgette Burns, TownePlace by Marriott
Miriam Arreola, Avatar Hotel Santa Clara
Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
Kevin Hurley, Hyatt House Santa Clara
Fernando Vasquez, Hyatt Centric Silicon Valley

Quorum not met.

In Attendance:

Beverly Corriere, Discover Santa Clara®
Christine Lawson, Discover Santa Clara®
Christopher Hamilton, Levy Restaurants
Ruth Shikada, City of Santa Clara

PUBLIC COMMENT

For public comment on items on the Agenda that is within the subject matter jurisdiction of the Board.

No public comments.

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless discussion is requested by a member of the Board, staff or public.

If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

1. Action on the Minutes of:
Santa Clara Tourism Improvement District – January 26, 2023

Recommendation: Note and file the Minutes of the Santa Clara Tourism Improvement District – January 26, 2023.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The Board or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Review of Discover Santa Clara® December 2022 Financial Report.

CEO Lawson reported on the December 2022 budget and the budget variances and overages within the DMO's overall budget and the additional one-time expense for the STR report.

3. Review of Discover Santa Clara® Sales Reports for December 2022 and January 2023.

CEO Lawson reported on the Sales Activity for January 2023 and February 2023.

4. Staffing Update

CEO Lawson reported on the newly added position of Director of Marketing and the ongoing recruitment for the Director of Sales through Searchwide Global. The open position for Sales Manager is in the budget and the DMO is reviewing candidates.

5. Update on Current Marketing Efforts

CEO Lawson reviewed the website traffic report. CEO Lawson shared social media posts that will be used to reintroduce Santa Clara to the public.

The Director of Marketing will drive traffic to the website. The website reports are able to filter out the staff emails from the number of visitors.

6. Confirm the Hotel Host Schedule of the Santa Clara Tourism Improvement District Meetings for the Calendar Year 2023.

Beverly Corriere confirmed the SCTID meeting schedule was confirmed and the DMO would like to have each of the hotels host a meeting.

Chair Hodges asked if a hosting calendar could be sent by email to the hotel General Managers. Beverly Corriere confirmed that a calendar will be sent to the SCTID members.

GENERAL ANNOUNCEMENTS

Ruth Shikada announced that a City guest will be attending the next meeting. The budget will be discussed at City Council in late April or early in May.

ADJOURNMENT

CEO Lawson adjourned the meeting at 3:50 pm. The next regularly scheduled meeting is March 23, 2023 at 3:00 p.m.