



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA

December 5, 2024, 1:00 p.m.
Santa Clara Convention Center, Room 201
5001 Great America Parkway
Santa Clara, CA 95050

The public can participate remotely via Zoom:

<https://us06web.zoom.us/j/86851185964?pwd=HgF9kkWfPf5aH2Zjd86No1qLnjTM3b.1> or by phone at (699) 900 6833.

Meeting ID: 868 5118 5964

Passcode: FBLb8h

CALL TO ORDER

Chair Lentz called the meeting to order at 1:13 p.m.

ROLL CALL

Present: 6 Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice-Chair Kelly Carr, OVG360
Member Lorne Ellison, Levy Restaurants
Member Barb Granter, California's Great America
Member Billy Mendez Moreno, Delta Silicon Valley
Member Linh Lam, City of Santa Clara

Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)
Member Chuck Baker, City of Santa Clara (Ex-Officio)

Absent: 2 Member Erin Henry, Hyatt Santa Clara
Treasurer Fullmore, Marriott Santa Clara (arrived at 1:15 p.m.)

Staff: Nancy Thome, City of Santa Clara

A quorum of 6 was met.

ACTION BY MAJORITY VOTE

1. Action to Vote and Approve Member Granter to Participate Remotely in the Board of Directors Meeting in Compliance with the Requirements of AB 2249 Just Cause: Travel while on business of the DMO or the Board of Directors or another state or local agency (but not travel for vacation purposes).

Recommendation: Approve Member Granter to participate remotely in the Board of Directors meeting in compliance with the requirements of AB 2449 Just Cause: Travel while on business of the DMO or the Board of Directors or another state or local agency (but not travel for vacation purposes).

Member Granter attended in-person.

2. Action to Vote and Approve Vice-Chair Carr to Participate Remotely in the Board of Directors Meeting in Compliance with the Requirements of AB 2249 Just Cause: Caregiving of a Parent.

Recommendation: Approve Vice-Chair Carr to participate remotely in the Board of Directors meeting in compliance with the requirements of AB 2449 Just Cause: Caregiving of a Parent.

Approved by majority vote.

PUBLIC COMMENT

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

There were no public comments.

SPECIAL ORDER OF BUSINESS

3. Recognition of Newly Elected Board Members and Announcement of the Board of Directors Officers for FY 2024/25.

Chair Lentz announced the appointment of the two newest Board Members, Treasurer Nany Fullmore from Marriott Santa Clara, and Linh Lam from the City of Santa Clara.

Treasurer Fullmore joined the meeting at 1:15 p.m.

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 the 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.

4. Action on the Minutes of:
 - Discover Santa Clara® Board of Directors – October 17, 2024

Recommendation: Note and file Meeting Minutes.

5. Action on the September 2024 Monthly Financial Report.

Recommendation: Note and file the September 2024 Monthly Financial Report.

6. Action on the September and October 2024 Sales Activity Report.

Recommendation: Note and file the September and October 2024 Sales Activity Report.

7. Action on Discover Santa Clara's® FY 2024/25 1st Quarter Report.

Recommendation: Approve and note and file Discover Santa Clara's FY 2024/25 1st Quarter Report.

A motion was made by Member Lam, seconded by Member Ellison to approve the Consent Agenda.

Ayes: 7 Chair Lentz, Vice-Chair Carr, Treasure Fullmore, Member Ellison, Member Granter, Member Lam, Member Mendez Moreno

Absent: 1 Member Henry

CONSENT ITEMS PULLED FOR DISCUSSION

None.

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

8. Action on the Proposed Adjusted Salary Range and Title Change from Business & Operations Manager to Director of Business Operations and Maintain Approved Incentive.

Recommendation(s): Approve and authorize the Chief Executive Officer to:

1. Increase the current not-to-exceed" salary range by an additional 15% from the previously approved cap.
2. Maintain a 15% performance-based incentive for the positions, effective for FY 2024/25.
3. Approve the title change from Business & Operations Manager to Director of Business Operations.

CEO Lawson reported that this item is based on the final candidates the DMO had interviewed for the vacant role. CEO Lawson indicated that she is requesting to increase the salary, not to exceed \$150k, and would like to maintain the incentive pay of up to

15% of salary that was previously approved by the Board. CEO Lawson added that she is also requesting to change the title of the position to director.

A motion was made by Member Granter, seconded by Member Mendez Moreno to approve and authorize the Chief Executive Officer to: 1) Increase the current not-to-exceed" salary range by an additional 15% from the previously approved cap; 2) Maintain a 15% performance-based incentive for the positions, effective for FY 2024/25; and 3) Change the title from Business & Operations Manager to Director of Business Operations.

Ayes: 7 Chair Lentz, Vice-Chair Carr, Treasure Fullmore, Member Ellison, Member Granter, Member Lam, Member Mendez Moreno

Absent: 1 Member Henry

9. Action on the Proposed Marketing Coordinator Job Description.

Recommendation: Approve the proposed Marketing Coordinator job description.

CEO Lawson reported that the Marketing Coordinator position was approved by the Board during the FY 2024/25 Operating Budget cycle. CEO Lawson was now bringing forth the job description for approval as the position is budgeted to start in January.

A motion was made by Member Mendez Moreno, seconded by Member Ellison to approve the proposed Marketing Coordinator job description.

Ayes: 7 Chair Lentz, Vice-Chair Carr, Treasure Fullmore, Member Ellison, Member Granter, Member Lam, Member Mendez Moreno

Absent: 1 Member Henry

10. Discussion and Action on the Board of Director's Meeting Schedule for Calendar Year 2025.

Recommendation: Establish and Approve the Board of Directors Meeting Schedule for Calendar Year 2025.

A motion was made by Member Mendez Moreno, seconded by Member Fullmore to approve the Board of Directors Meeting Schedule for Calendar Year 2025 at 1:00 p.m.

Ayes: 7 Chair Lentz, Vice-Chair Carr, Treasure Fullmore, Member Ellison, Member Granter, Member Lam, Member Mendez Moreno

Absent: 1 Member Henry

11. Informational Report on Discover Santa Clara's® Expanded Sales Scope for Management of P3 Group Bookings.

Recommendation: Note and file the Informational Report on Discover Santa Clara's® Expanded Sales Scope for Management of P3 Group Bookings.

CEO Lawson reported that the DMO, OVG and Levy have been in discussion about expanding the DMO's bookings from just P1 and P2 events. CEO Lawson explained there is opportunity to penetrate the current accounts to develop prospects. Currently, there is an over-reliance on the DMO to generate P1 and P2 leads; however, P3s are the sweet spot and where the segmentation is. Additional focus can be put on P3s as they can grow into P1s and P2s. CEO Lawson added that OVG and Levy would continue to manage repeat groups and would manage the groups that OVG and Levy receive thru their CVENT portal and anything that comes from of the DMO CVENT portal will be managed by the DMO. Up until now, P3s and P4 leads that came thru the DMO portal would be turned over to OVG or Levy. The DMO will begin this expanded scope January 1st.

A motion was made by Member Lam, seconded by Member Granter note and file the Informational Report on Discover Santa Clara's® Expanded Sales Scope for Management of P3 Group Bookings.

Ayes: 7 Chair Lentz, Vice-Chair Carr, Treasure Fullmore, Member Ellison, Member Granter, Member Lam, Member Mendez Moreno

Absent: 1 Member Henry

12. Chief Executive Officer Updates.

CEO Lawson asked the Board if there were any questions on the Executive Summary that was provided in the packet. A discussion took place regarding report content and frequency of reporting to the Board. Chair Lentz tabled the discussion for a future meeting date and time.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

This item is reserved for the Board to present additional Agenda items for future discussion.

GENERAL ANNOUNCEMENTS

CEO Lawson shared that she executed an engagement letter for Civitas to provide a training at the January 23rd Board Meeting.

ADJOURNMENT

The meeting adjourned at 2:35 p.m. The next meeting is on January 23, 2025.