



**DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES**

**January 23, 2025, 1:00 p.m.
Santa Clara Convention Center, Room 205
5001 Great America Parkway
Santa Clara, CA 95050**

The public can participate remotely via Zoom: <https://us06web.zoom.us/j/85978951474> or join via audio at (699) 900-6833, Webinar ID: 859 7895 1474

CALL TO ORDER

Chair Lentz called the meeting to order at 1:05 p.m.

ROLL CALL

Present: 5 Chair Catherine Lentz, Forty-Niners Stadium Management Company
 Vice-Chair Kelly Carr, OVG360
 Treasurer Fullmore, Marriott Santa Clara
 Member Lorne Ellison, Levy Restaurants
 Member Barb Granter, California's Great America

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

Absent: 3 Member Erin Henry, Hyatt Santa Clara
 Member Linh Lam, City of Santa Clara
 Member Billy Mendez Moreno, Delta Silicon Valley

Staff: Nancy Thome, City of Santa Clara

A quorum of 5 was met.

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

1. Board of Directors Training: Overview of Santa Clara Tourism Improvement District (SCTD), the SCTID Management District Plan and Use of SCTID Funds
Kelly Rankin, Project Manager & Team Engagement Director, Civitas

CONVENE TO CLOSED SESSION

The Board convened to Closed Session at 2:13 p.m.

2. Conference with Labor Negotiator (Gov. Code Section 54954.5(f))
Agency Designated Representative: Catherine Lentz
Unrepresented Employee: Chief Executive Officer

RECONVENE TO PUBLIC SESSSION

The Board reconvened to Public Session at 2:49 p.m.

REPORT(S) OF ACTION TAKEN IN CLOSED SESSION MATTERS

There was no reportable action taken.

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.

3. Action on the Minutes of:
 - Discover Santa Clara® Board of Directors – December 5, 2024

Recommendation: Note and File Meeting Minutes.

4. Action on the October and November 2024 Monthly Financial Reports.

Recommendation: Note and file the October and November 2024 Monthly Financial Reports.

5. Action on the November 2024 Sales Activity Report.

Recommendation: Note and file the November 2024 Sales Activity Report.

A motion was made by Vice-Chair Carr, seconded by Member Granter, to approve the Consent Agenda.

Ayes: 5 Chair Lentz, Vice-Chair Carr, Treasurer Fullmore, Member Ellison, Member Granter,

Absent: 3 Member Henry, Member Lam, Member Mendez Moreno

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.

There were no public presentations.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

6. Chief Executive Officer Verbal Update

CEO Lawson reported that the DMO has approved the Visitor's Guide and is going to print. Additionally, the new website launch will take place next week.

COMMITTEE UPDATES

Nominating Committee – Vice-Chair Carr reported that they conducted an interview and will not be making a recommendation to the Board.

BOARD MEMBER OPEN FORUM

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

Vice-Chair Carr requested to discuss Simpleview entries and data reporting by the hotels.

GENERAL ANNOUNCEMENTS

Member Baker reported that the City is working on a Clean Zone Ordinance which is the area one mile or less of Levi's® Stadium.

Member Baker reported that the City will most likely go out to RFP for firm to represent City assets for sponsorships, to market and package the assets.

ADJOURNMENT

The meeting adjourned at 3:16 p.m. The next regularly scheduled meeting is on **February 20, 2025**.