



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING MINUTES

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February 20, 2025, 1:00 p.m.  
Santa Clara Convention Center, Room 201  
5001 Great America Parkway  
Santa Clara, CA 95050

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*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/83174320104> or join via audio at (699) 900-6833, Webinar ID: 831 7432 0104*

**CALL TO ORDER**

Chair Lentz called the meeting to order at 1:02 p.m.

**ROLL CALL**

Present: 7      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  
Member Linh Lam, City of Santa Clara  
Member Billy Mendez Moreno, Delta Silicon Valley

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

Absent: 1      Member Erin Henry, Hyatt Santa Clara

Staff: Nancy Thome, City of Santa Clara  
Jiawei Tang, Discover Santa Clara®

A quorum of 7 was met.

**ACTION BY MAJORITY VOTE**

1. Action to Vote and Approve Member Henry 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 Henry 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 Henry was not able to attend remotely.

2. Action to Vote and Approve Member Lam 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 Lam 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 Lam attended in person.

Chair Lentz announced that Item 9 would be discussed after Item 3 and that the Board would convene to Closed Session after all agenda items.

#### **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. Introduction of Jiawei Tang, Director of Business Operations.

Secretary Lawson introduced Jiawei Tang as the new Director of Business Operations. Jiawei comes to Discover Santa Clara® from the City of San José and has been with the DMO for about one month.

Item 9 was discussed.

#### **CONVENE TO CLOSED SESSION**

The Board convened to Closed Session after all other agenda items were addressed. The Board convened to Closed Session at 1:44 pm.

4. Employee Performance Evaluation (Gov. Code Section 54957)  
Agency Designated Representative: Catherine Lentz  
Unrepresented Employee: Chief Executive Officer

#### **RECONVENE TO PUBLIC SESSION**

The Board reconvened to Public Session at 3:12 pm

### **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.

**5. Action on the Minutes of:**

- Discover Santa Clara® Board of Directors – January 23, 2025

**Recommendation:** Note and File Meeting Minutes.

**6. Action on the December 2024 Monthly Financial Reports.**

**Recommendation:** Note and file the December 2024 Monthly Financial Reports.

**7. Action on the December 2024 Sales Activity Report.**

**Recommendation:** Note and file the December 2024 Sales Activity Report.

**8. Action on Discover Santa Clara's® FY 2024/25 2<sup>nd</sup> Quarter Report.**

**Recommendation:** Approve and note and file Discover Santa Clara's FY 2024/25 2<sup>nd</sup> Quarter Report.

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

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

**Absent:** 1 Member Henry

### **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**

9. Discussion and Action on Proposed Activation Plan for Super Bowl LX / FIFA World Cup 2026 as Presented by Madden Media. (Lisa Baird, Destination Strategy Director and Madden Media team).

### **Recommendation(s):**

1. Approve the Proposed Activation Plan for Super Bowl LX / FIFA World Cup 2026.
2. Other action(s) as directed by the Board.

This item was discussed after Item 3. Secretary Lawson reported that they have been working on a plan for approximately one year. The plan has been thoughtfully crafted from conversations with other DMOs and colleagues. In parallel, the DMO has been working on the RFP for the AOR. Part of the RFP process was to incorporate the activation plan which will be part of the AOR contract. Secretary Lawson introduced Madden staff, Lisa Baird, Kristin Dialessi, and Josh Johnson who provided a presentation on the proposed activation plan.

**A motion was made by Vice-Chair Carr, seconded by Member Ellison to approve the proposed activation plan for Super Bowl LX / FIFA World Cup 2026.**

**Ayes:** 6 Chair Lentz, Vice-Chair Carr, Member Lam, Member Mendez Moreno, Member Ellison, Member Granter

**Abstain:** 1 Treasurer Fullmore

**Absent:** 1 Member Henry

10. Discussion on CRM System Reporting Requirements.

Vice-Chair Carr expressed concerns regarding hotel pick-up room reporting and the disparities between number of rooms being requested versus rooms being reported by the hotels. Vice-Chair reported that inaccurate reporting can impact the event priority for rebooking. Hotel representatives indicated that they were unaware of the reporting concerns. The general managers will update their sales staff and attend the next meeting the DMO has with sales staff.

11. Chief Executive Officer Verbal Update
- a. Observations from SBLIX
  - b. Sales & Marketing Update

CEO Lawson reported that the new website and the Visitor's Guide has launched and extended thanks to the team, led by Katelyn Studebaker. Hotels will be receiving drops

of the guide which has about a two-year shelf life. The DMO will evaluate the need for a revised guide in the future.

CEO Lawson reported that she and Katelyn attended the NFL Future host event in New Orleans which provided them with insight.

- During day one, they attended inspection tours at the Center and the Stadium and during day two, they had meetings with other future host cities and attended meetings with other NFL representatives.
- That there amazing activations and all space was utilized which was impressive.
- There was a lot of security, inside and outside the stadium and the infrastructure was very clear

CEO Lawson reported that the DMO team has a strategic offsite next week to discuss the remainder of the year, discuss strategy and future.

### **COMMITTEE UPDATES**

### **BOARD MEMBER OPEN FORUM**

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

### **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

The meeting adjourned at 3:13 p.m. The next regularly scheduled meeting is on **March 20, 2025**.