



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

**April 17, 2025, 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/88146514371>
or join via audio at Webinar ID 881 4651 4371*

CALL TO ORDER

Chair Lentz called the meeting to order at 1:04 p.m.

ROLL CALL

Present: 8 Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice-Chair Kelly Carr, OVG360
Treasurer Nany Fullmore, Marriott Santa Clara
Member Lorne Ellison, Levy Restaurants
Member Linh Lam, City of Santa Clara
Member Erin Henry, Hyatt Santa Clara
Member Barb Granter, California's Great America
Member Billy Mendez Moreno

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

Absent: None

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

A quorum of 8 have been 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.

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.

1. Action on the Minutes of:

- Discover Santa Clara® Board of Directors – February 20, 2025
- Discover Santa Clara® Board of Directors – March 6, 2025

Recommendation: Note and File Meeting Minutes.

2. Action on the February 2025 Monthly Financial Report.

Recommendation: Note and file the February 2025 Monthly Financial Report.

A motion was made Vice–Chair Carr, seconded by Treasurer Fullmore to approve the Consent Agenda.

Ayes: 8 Chair Lentz, Vice–Chair Carr, Treasurer Fullmore, Member Ellison, Member Lam, Member Granter, Member Henry, Member Mendez Moreno.

Absent: None

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

3. Action on approval of agreement with Civitas Advisors, Inc. for the Renewal of the Santa Clara Tourism Improvement District.

Recommendation(s):

- 1). Approve and authorize the Chief Executive Officer to execute an agreement with Civitas Advisors, Inc. for the Renewal of the Santa Clara Tourism Improvement District for a 14–term beginning May 1, 2025, and ending July 1, 2026, for a total maximum amount not–to–exceed \$98,900 subject to the appropriation of funds;
- 2). Authorize the Chief Executive Officer to execute any minor or administrative amendments to the agreement which do not increase the compensation for the agreement.

Chair Lentz identified corrections to recommendation 1 as follows:

Recommendation 1 should read:

1). Approve and authorize the Chief Executive Officer to execute an agreement with Civitas Advisors, Inc. for the Renewal of the Santa Clara Tourism Improvement District for a 14-month term beginning May 1, 2025, and ending July 1, 2026, for a total maximum amount not-to-exceed \$98,900 subject to the appropriation of funds;

A motion was made by Member Granter, seconded by Member Henry to

1). Approve and authorize the Chief Executive Officer to execute an agreement with Civitas Advisors, Inc. for the Renewal of the Santa Clara Tourism Improvement District for a 14-month term beginning May 1, 2025, and ending July 1, 2026, for a total maximum amount not-to-exceed \$98,900 subject to the appropriation of funds;

2). Authorize the Chief Executive Officer to execute any minor or administrative amendments to the agreement which do not increase the compensation for the agreement.

Ayes: 8 Chair Lentz, Vice-Chair Carr, Treasurer Fullmore, Member Ellison, Member Lam, Member Granter, Member Henry, Member Mendez Moreno.

Absent: None

4. Chief Executive Officer Updates.

CEO Lawson provided a verbal summary of Quarter 3 overview. The team continued to execute high-impact sales and marketing initiatives to expand visibility, strengthen lead generation, and refine operational excellence. The DMO achieved key milestones this quarter that advanced Discover Santa **Clara®**'s growth trajectory and readiness for major global events.

CONVENE TO CLOSED SESSION

The Board convened to Closed Session at 1:44 p.m.

- 5. 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 2:31 p.m.

REPORT(S) OF ACTION TAKEN IN CLOSED SESSION MATTERS

There was no reportable action taken.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

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

Secretary Lawson proposed the inclusion of a discussion item regarding a potential partnership with the Bay Area Host Committee on the agenda for the next regular meeting.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting is adjourned at 2:40 p.m. The next regularly scheduled meeting is on **May 15, 2025**.

Brown Act:

Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Discover Santa Clara® at dscadmin@discoversantaclara.org prior to the meeting.

Notice to Public:

The public is welcomed and encouraged to participate in this meeting. Public comment (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.

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