



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

**January 15, 2026 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

ROLL CALL

PUBLIC COMMENT

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

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 November 20, 2025.

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara®'s October and November 2025 Sales Activity Report.

Recommendation: Note and File Discover Santa Clara®'s October and November 2025 Sales Activity Report.

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

3. Discussion and Approval of Contract Fees for SearchWide Global Related to Recruitment of the Director of Sales for the DMO.

Recommendation: Approve Contract Fees for SearchWide Global Related to Recruitment of the Director of Sales for the DMO.

4. Discussion Regarding Potential Board of Directors Offsite Scheduling and Planning.
5. Chief Executive Officer Monthly Update.

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 Next Scheduled Board Meeting Will Occur on February 19, 2026.

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.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), Discover Santa Clara® will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. Discover Santa Clara® will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in Discover Santa Clara® programs, services, and activities. Discover Santa Clara® will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by Discover Santa Clara® in an appropriate alternative format. Contact Discover Santa Clara® at dscadmin@discoversantaclara.org with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of Discover Santa Clara® should contact Discover Santa Clara® at dscadmin@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA

November 20 1:00 p.m.
Santa Clara Convention Center, Room 209/210
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 1:08 P.M.

ROLL CALL

Present: Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice Chair Erin Henry, Hyatt Santa Clara
Treasurer Nany Fullmore, Marriott Santa Clara
Member Billy Mendez Moreno, Delta Hotels Santa Clara
Member Linh Lam, City of Santa Clara
Member Jack Bloom, Embassy Suites by Hilton
Member Kevin Dominguez, Element Santa Clara
Member Samuel Florio, Santa Clara University
Member Reena Brilliot, City of Santa Clara
Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)

Absent: Member Farshad Mayelzadeh, Hilton Santa Clara
Member Chuck Baker, City of Santa Clara (Ex-Officio)

Staff: Jiawei Tang, Discover Santa Clara®

A quorum of 9 has been met.

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1. Action on the Minutes of Discover Santa Clara® Board of Directors October 16, 2025.

Recommendation: Note and File Meeting Minutes.

2. Action on the Discover Santa Clara® FY 2025/26 Q1 Report

Recommendation: Note and File Discover Santa Clara® FY 2025/26 Q1 Report

3. Action on Discover Santa Clara®'s July, August, September 2025 Sales Activity Report.

Recommendation: Note and File Discover Santa Clara®'s July, August, September 2025 Sales Activity Report.

A motion was made member Dominguez, seconded by Treasurer Fullmore to approve the Consent Agenda.

Ayes: Chair Lentz, Vice Chair Henry, Treasurer Fullmore, Member Mendez Moreno, Member Lam, Member Bloom, Member Dominguez, Member Florio, Member Brilliot

Absent: Member Farshad Mayelzadeh

Motion passes 9-0.

CONSENT ITEMS PULLED FOR DISCUSSION

None

PUBLIC PRESENTATIONS

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There were no public presentations.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

4. Discussion and Action on Meeting Cadence.

Recommendation: Approve on Transitioning to Every Other Month Board of Directors Meeting to Beginning in January 2026.

The Board discussed the recommendation to transition to an every-other-month Board of Directors meeting cadence beginning in January 2026. After discussion, the Board decided not to approve the transition at this time. The Board will continue to meet on a monthly basis. The Board agreed to revisit and reconsider this item after July 2027.

No action taken. Monthly Board meetings will continue.

5. Chief Executive Officer Monthly Update.

The Chief Executive Officer provided the Board with a monthly update on the organization's activities and accomplishments, including progress in sales, marketing, and administrative operations. The Board received the update and had the opportunity to ask questions and provide feedback.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

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

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Meeting Adjourned at 3:00 P.M. The December 18, 2025 meeting is cancelled. The next scheduled Board meeting will occur on January 15, 2026.

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recommended.

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Board of Directors
Meeting
January 15, 2026
Agenda #2

OCTOBER 2025 SALES ACTIVITY RECAP

UPDATED: 11-17-2025





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	7	9	11	30	104

October	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	4	1	1	19	28
New Tentatives	5	10	3	28	0
New Definites	2	2	0	14	3

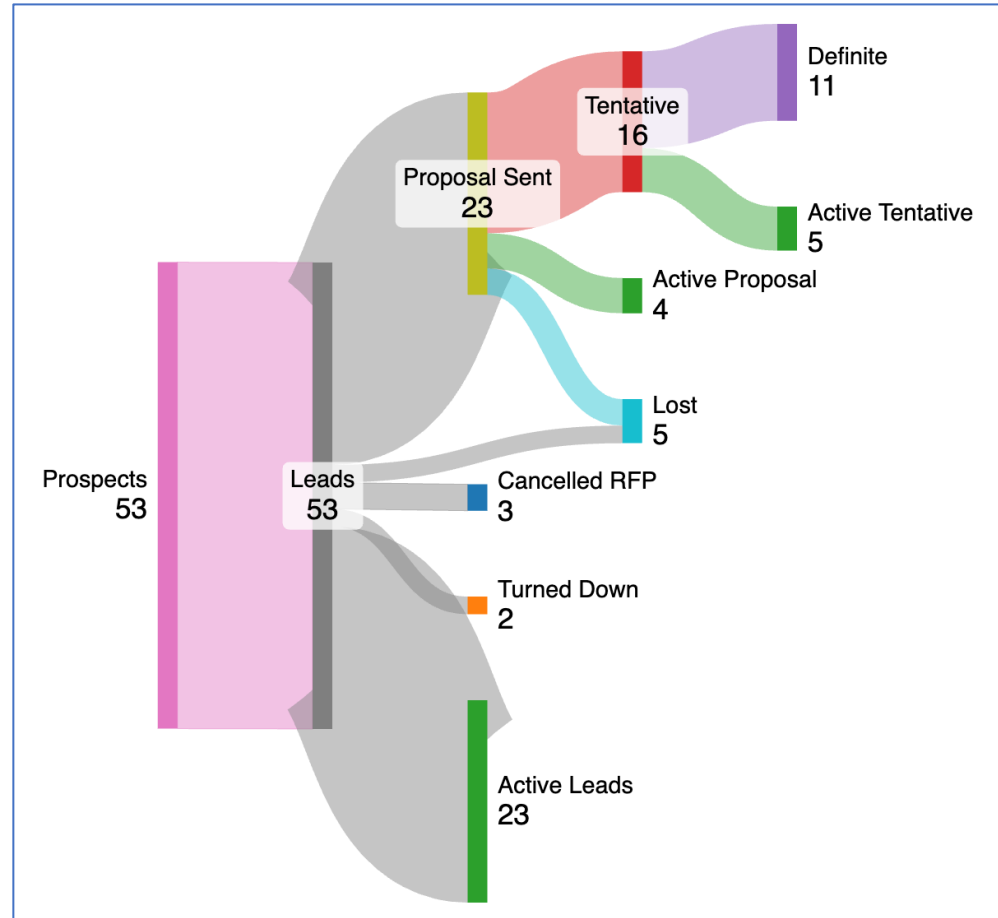
October Prospect Pipeline Status

Flow Breakdown (Current Status):

- **Total Leads:** 53
- **Active Leads:** 23 (43.3%)
- **Active Proposals:** 4 (7.5%)
- **Active Tentatives:** 5 (9.4%)
- **Definites:** 11 (20.8%)
- **Lost:** 5 (9.4%)
- **Cancelled RFP:** 3 (5.7%)
- **Turned Down:** 2 (3.8%)

Status Definitions:

- **Leads:** Beginning prospective lead status.
- **Proposal Sent:** Proposal has been sent to client.
- **Tentative:** Contract has been sent to client.
- **Definite:** Event has been booked, contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
- **Turned Down:** DMO has chosen not to pursue.





DMO YTD KPI Status Update

Silicon Valley/Santa Clara DMO Inc.														
Performance Measures														
	2025/26 Target	YTD Achievement	July	August	September	October	November	December	January	February	March	April	May	June
1. Event Mix (Consumed)														
Percent of P1 Events	1.0%	0%	0%	0%	0%	0%								
Number of P1 Events	2	0	0	0	0	0								
Percent of P2 Events	4.0%	2.01%	0.67%	0%	0.67%	0.67%								
Number of P2 Events	6	3	1	0	1	1								
Percent of P3 Events	4.6%	5.19%	1.15%	0.58%	1.73%	1.73%								
Number of P3 Events	8	9	2	1	3	3								
2. Number of Definite Events Booked (Booked in the year for future years)														
Number of P1 Events	2	0	0	0	0	0								
Number of P2 Events	7	2	0	0	0	2								
Number of P3 Events	12	2	0	0	1	1								
3. Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$2,957,378	\$403,283	\$714,334	\$554,459	\$1,285,302								
4. Number of Room Nights Booked (For future years)	9,569	700	0	0	0	700								
5. Number of Room Nights Consumed	7,881	3,815	1,175	519	587	1,534								
6. Number of Weeks Impacted (Consumed)	2	-	-	-	-	-								
7. Customer Service Survey Results (Overall satisfaction)	85%	-	-	-	-	-								
8. Number of Prospects (Active) (Non-Cumulative P1, P2 & P3)	36	63	63	61	20	16								
9. Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$7,438,950	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103								

All Definite Bookings DSC/OVG/Levy													
# Booked	YTD	July	August	September	October	November	December	January	February	March	April	May	June
P1	0	0	0	0	0								
P2	2	0	0	0	2								
P3	5	0	2	1	2								
P4	10	5	4	1	0								
P5	59	13	12	20	14								
TOTAL	76	18	18	22	18	0	0	0	0	0	0	0	0

Definite Bookings DSC													
# Booked	YTD	July	August	September	October	November	December	January	February	March	April	May	June
P1	0	0	0	0	0								
P2	2	0	0	0	2								
P3	2	0	0	1	1								
Self Contained	19	8	6	2	3								
TOTAL	23	8	6	3	6								



Discover Santa Clara Dashboard – October 2025

Meeting & Convention Sales

Booked Business	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	0	2	0%
Priority 2 (P2)				
Number of Groups	2	2	6	33%
Priority 3 (P3)				
Number of Groups	1	2	8	25%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$1,285,302	\$2,957,378	\$3,500,000	84%

Notable P1, P2, & P3 Bookings for October	Projected Building Spend	F&B	Room Nights	Notes
P2 Weekend (150–249 on Peak / \$100k)	\$108,500	\$10,000	350	Event booked for 2026 and 2027.
P3 Mid-Week (200–349 on Peak / \$250k – \$399k)	\$216,000	\$150,000	-	Room nights not yet contracted.
Notable P1, P2, & P3 Lost Leads for October	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason
P1 Mid-Week (700+ on Peak / \$650k+)	-	-	12,150	Too many rooms.
P1 Weekend (250+ on Peak / \$250k+)	-	-	2,039	Client unresponsive.
P2 Mid-Week (350–699 on Peak / \$400k – \$649k)	\$255,000	\$150,000	2,000	Selected Palms Springs.
P2 Mid-Week (350–699 on Peak / \$400k – \$649k)	\$592,415	\$500,000	1,500	Client unresponsive.
P2 Weekend (150–249 on Peak / \$100k)	-	-	1,270	Center dates unavailable.
P3 Weekend (50–149 on Peak / \$50k – \$100k)	-	-	145	Client unresponsive.
P1 Weekend (250+ on Peak / \$250k+)	-	-	700	Client unresponsive.

OCTOBER LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 7	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$847,415	Total Lost P1, P2, & P3 Est. F&B Revenue = \$650,000	Total Lost P1, P2, & P3 Est. Room Nights = 19,804
YTD LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 52	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$4,165,679	Total Lost P1, P2, & P3 Est. F&B Revenue = \$3,075,000	Total Lost P1, P2, & P3 Est. Room Nights = 90,561

DISCOVER SANTA CLARA®

NOVEMBER 2025 SALES ACTIVITY RECAP

UPDATED: 12-22-2025





MONTHLY TOTALS BY EVENT PRIORITY TYPE

	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
Current Active Prospects	6	6	9	27	91

November	P 1 / P 2	P 3	P 4	P 5	DMO Self-Contained
New Prospects	6	1	5	14	10
New Tentatives	3	10	3	25	0
New Definites	0	5	0	15	4

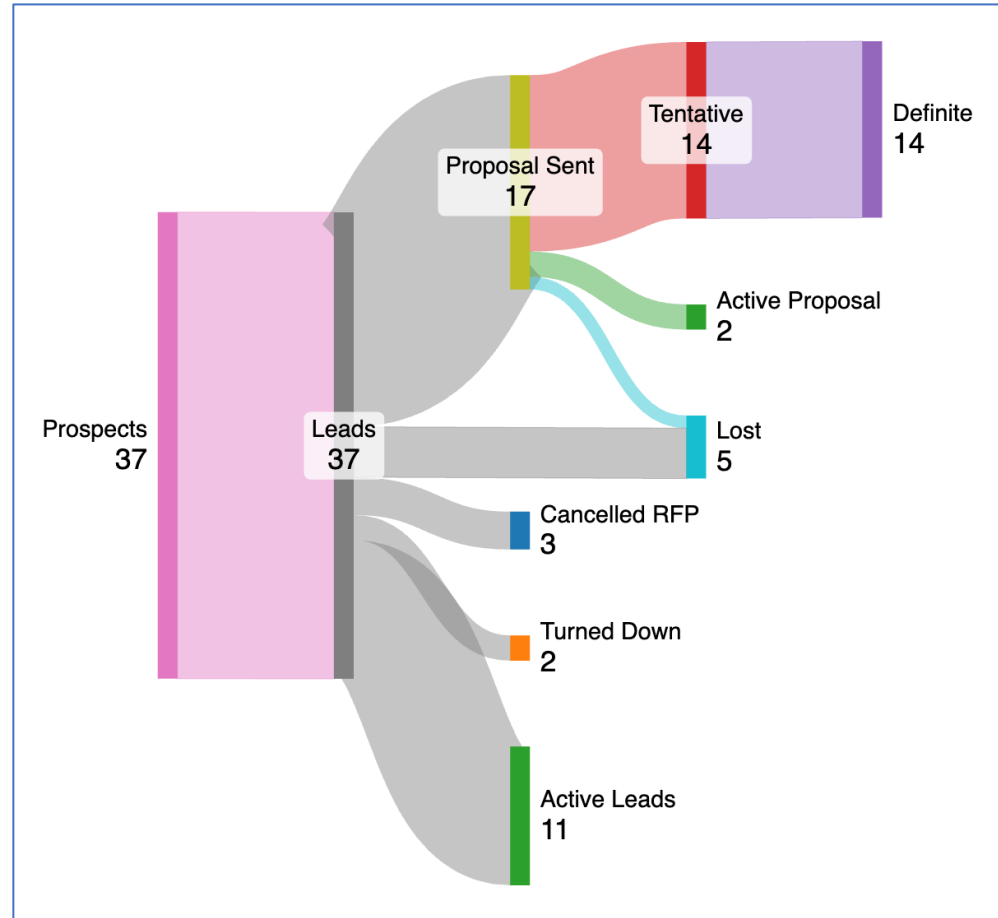
November Prospect Pipeline Status

Flow Breakdown (Current Status)

- **Total Leads:** 37
- **Active Leads:** 11 (29.7%)
- **Active Proposals:** 2 (5.4%)
- **Active Tentatives:** 0 -
- **Definites:** 14 (37.8%)
- **Lost:** 5 (13.5%)
- **Cancelled RFP:** 3 (8.1%)
- **Turned Down:** 2 (5.4%)

Status Definitions

- **Leads:** Beginning prospective lead status.
- **Proposal Sent:** Proposal has been sent to client.
- **Tentative:** Contract has been sent to client.
- **Definite:** Event has been booked, contract has been signed.
- **Cancelled:** Lead has been cancelled by planner.
- **Lost:** Client has chosen to not pursue contracting with DMO.
- **Turned Down:** DMO has chosen not to pursue.





DMO YTD KPI Status Update

Silicon Valley/Santa Clara DMO Inc.

Performance Measures

	2025/26 Target	YTD Achievement	July	August	September	October	November	December	January	February	March	April	May	June
1. Event Mix (Consumed)														
Percent of P1 Events	1.0%	0%	0%	0%	0%	0%	0%							
Number of P1 Events	2	0	0	0	0	0	0							
Percent of P2 Events	4.0%	2.01%	0.67%	0%	0.67%	0.67%	0%							
Number of P2 Events	6	3	1	0	1	1	0							
Percent of P3 Events	4.6%	6.34%	1.15%	0.58%	1.73%	1.73%	1.15%							
Number of P3 Events	8	11	2	1	3	3	2							
2. Number of Definite Events Booked (Booked in the year for future years)														
Number of P1 Events	2	0	0	0	0	0	0							
Number of P2 Events	7	2	0	0	0	2	0							
Number of P3 Events	12	4	0	0	1	1	2							
3. Convention Center Gross Revenue (P1, P2 & P3)	\$3,500,000	\$3,543,747	\$403,283	\$714,334	\$554,459	\$1,285,302	\$586,369							
4. Number of Room Nights Booked (For future years)	9,569	1,327	0	0	0	700	627							
5. Number of Room Nights Consumed	7,881	4,386	1,175	519	587	1,534	571							
6. Number of Weeks Impacted (Consumed)	2	-	-	-	-	-	-							
7. Customer Service Survey Results (Overall satisfaction)	85%	-	-	-	-	-	-							
8. Number of Prospects (Active) (Non-Cumulative P1, P2 & P3)	36	34	63	61	20	16	12							
9. Economic Impact (Consumed P1, P2 & P3 events)	\$6,425,523	\$9,173,633	\$3,047,037	\$2,054,514	\$802,295	\$1,535,103	\$1,734,684							

		All Definite Bookings DSC/OVG/Levy												
# Booked		YTD	July	August	September	October	November	December	January	February	March	April	May	June
P1		0	0	0	0	0	0							
P2		2	0	0	0	2	0							
P3		10	0	2	1	2	5							
P4		10	5	4	1	0	0							
P5		74	13	12	20	14	15							
TOTAL		96	18	18	22	18	20	0	0	0	0	0	0	0

		Definite Bookings DSC												
# Booked		YTD	July	August	September	October	November	December	January	February	March	April	May	June
P1		0	0	0	0	0	0							
P2		2	0	0	0	2	0							
P3		4	0	0	1	1	2							
Self Contained		23	8	6	2	3	4							
TOTAL		29	8	6	3	6	6							



Discover Santa Clara Dashboard – November 2025

Meeting & Convention Sales

Booked Business	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1)				
Number of Groups	0	0	2	0%
Priority 2 (P2)				
Number of Groups	2	2	6	33%
Priority 3 (P3)				
Number of Groups	2	3	8	38%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	\$1,285,302	\$2,957,378	\$3,500,000	84%

Notable P1, P2, & P3 Bookings for November	Projected Building Spend	F&B	Room Nights	Notes
P3 Mid-Week (200-349 on Peak / \$250k – \$399k)	\$544,248	\$275,000	446	Room nights not yet contracted.
P3 Mid-Week (200-349 on Peak / \$250k – \$399k)	\$214,221	\$150,000	780	Room nights not yet contracted.
Notable P1, P2, & P3 Lost Leads for November	Projected Building Spend (Includes Est. F&B Spend)	F&B	Room Nights	Lost Reason

NOVEMBER LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 0	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$0	Total Lost P1, P2, & P3 Est. F&B Revenue = \$0	Total Lost P1, P2, & P3 Est. Room Nights = 0
YTD LOST P1, P2, & P3 REVENUE TOTALS	Lost P1, P2, & P3 Leads = 52	Total Lost P1, P2, & P3 Est. Building Spend (Includes Est. F&B Revenue) = \$4,165,679	Total Lost P1, P2, & P3 Est. F&B Revenue = \$3,075,000	Total Lost P1, P2, & P3 Est. Room Nights = 90,561

STAFF REPORT TO THE BOARD OF DIRECTORS

DATE: January 15, 2026

TO: Board of Directors

FROM: Christine Lawson, CEO

SUBJECT: ACTION ON APPROVAL OF AGREEMENT WITH SEARCHWIDE GLOBAL FOR DIRECTOR OF SALES RECRUITMENT.

BACKGROUND:

Discover Santa Clara® (DMO) continues to evolve as a high-performing Destination Marketing Organization, requiring strong leadership across all functional areas to support sales, marketing, destination services, and long-term organizational economic impact. The Director of Sales role is a critical senior leadership position that leads convention and group sales strategy, oversees sales deployment, strengthens key partner relationships, drives guestroom demand for SCTID hotel partners, and advances Santa Clara's positioning as a competitive meetings and events destination.

Following the recent vacancy of the Director of Sales position, the CEO has determined that engaging a specialized executive search firm is the most effective approach to identify, evaluate, and recruit highly qualified candidates for this role. Given the competitive nature of senior-level sales leadership within the destination marketing and hospitality segments, the use of a retained executive search firm will expand the candidate pool, ensure confidentiality, and support a rigorous and equitable recruitment process.

SearchWide Global is a leading firm with deep expertise in destination marketing organizations, convention centers, hospitality, and travel-related executive recruitment. The CEO has successfully utilized SearchWide Global's services in prior recruitment efforts, providing the organization with direct experience in their approach, industry knowledge, and ability to deliver qualified candidates. The proposed agreement enables the CEO to utilize SearchWide Global's professional recruiting services to assist in the successful placement of a Director of Sales for the DMO.

OVERVIEW OF SEARCHWIDE GLOBAL:

SearchWide Global is a nationally recognized executive search firm specializing in the travel, tourism, hospitality, destination marketing, and meetings industries. The firm has extensive experience conducting executive searches for destination marketing organizations, convention and DMO's, convention centers, hospitality companies, and related organizations across the United States.

Their services are tailored to senior-level and executive placements and include:

- Executive and senior leadership recruitment,
- Industry-specific candidate sourcing and screening,
- Confidential search management,
- Structured interview coordination and assessment support,
- Compensation and market insight within the tourism and hospitality segments.

SearchWide Global's focused industry expertise and established professional network position them well to deliver a strong, diverse, and highly qualified candidate slate for Discover Santa Clara the DMO.

PROPOSED SCOPE OF WORK & WORK PLAN

Under the proposed Retained Fee Agreement, SearchWide Global will conduct a comprehensive executive search for the Director of Sales position. Key elements of the work plan include:

1. Search Strategy & Position Development

- Collaborate with the CEO to refine the position profile, qualifications, and success criteria.
- Align the search strategy with the DMO's organizational goals, culture, and strategic priorities.

2. Candidate Research & Outreach

- Conduct targeted outreach using SearchWide Global's industry network.
- Proactively identify and recruit both active and passive candidates.
- Ensure a diverse and competitive candidate pool.

3. Candidate Evaluation & Screening

- Conduct in-depth candidate interviews and preliminary assessments.
- Evaluate qualifications, leadership capabilities, and industry experience.
- Utilize assessment tools, background checks, and reference checks as appropriate.

4. Candidate Presentation & Interview Support

- Present a qualified slate of candidates to the CEO.
- Coordinate interviews and support the selection process.
- Provide guidance throughout finalist evaluation and offer negotiation.

5. Placement & Guarantee

- Support final candidate placement.
- Provide a limited warranty period, offering a replacement search at no additional professional fee if the placed candidate separates within 12 months.

AGREEMENT TERMS & COST STRUCTURE

- **Professional Fee:** Flat fee of \$48,000, reflecting a negotiated rate at the lower end of industry-standard executive search fees for comparable senior leadership roles within the destination marketing and hospitality industry.

- **Payment Schedule:**
 - \$16,000 due upon execution of the agreement.
 - \$16,000 due within 30 days of execution.
 - \$16,000 due upon completion or closure of the search.
- **Additional Costs:**
 - Out-of-pocket expenses (e.g., candidate travel, assessments, background checks, job postings) incurred only with prior approval.
- **Additional Hire Provision:**
 - If the DMO hires more than one candidate presented by SearchWide Global within 12 months, an additional fee equal to 25% of the annual base salary will apply.
- **Term of the Agreement:**
 - The Agreement is dated January 7, 2026, and becomes effective upon signing.
 - The Agreement remains in effect until the search is completed, which is defined as:
 - Placement of a candidate, or
 - Closure of the search by Discover Santa Clara for any reason, or
 - The search being placed on hold for more than 60 days

FINANCIAL IMPACT:

Approval of this agreement will result in a one-time expense of \$48,000, plus any approved out-of-pocket expenses, in the current fiscal year. While this expense was not included as a standalone line item in the adopted budget, the cost will be covered through dollars currently allocated to the open Director of Sales position and can be absorbed within the existing budget based on anticipated savings in travel and client entertainment. This investment is considered strategic and supports organizational capacity, leadership continuity, and long-term revenue generation.

This is a non-recurring expense and does not create an ongoing financial obligation beyond the term of the agreement.

RECOMMENDATION

Move to approve the agreement with SearchWide Global in the amount of \$48,000, plus approved out-of-pocket expenses, to provide executive search services for the recruitment of a Director of Sales and authorize the CEO to execute the agreement and take all necessary actions to complete the search.



PROPOSED WORK PLAN

Event

Completion Date

Needs Alignment & Role Definition

Week 1

We begin with a focused alignment conversation with our client and any key stakeholders to clearly define success for the role, leadership expectations, and non-negotiables. This allows us to move quickly while ensuring precision.

Inputs may include:

- Current or draft job description (we will refine)
- Organizational context, priorities, and challenges
- Compensation parameters and relocation considerations
- Ideal background and leadership profile

Position Profile & Outreach Strategy

Week 1

SearchWide Global will create a refined, market-facing position profile that incorporates your job description and functions as both a recruiting and evaluation tool. Once approved, we immediately begin targeted outreach, and we will post the position on our website, your industry website, and any other sources defined in the needs assessments.

To help us create the most accurate position description, the following information is requested from you:

- Way of life, selling points of your destination, and points of interest.
- Specific details about your organization, size, scope, budget, governing structure, etc.
- Details about your venues, hotels, and attractions.
- 5-10 relevant pictures and any video links to highlight the destination and/or organization.

Gather Organization Information

As we begin the search, we will proactively recruit qualified candidates who are curious about this position and will want to learn more. We will request the following types of information from your organization to give to qualified candidates so they can continue to consider this opportunity:

- Bylaws
- Sales and Marketing plans
- Annual Report
- Budget
- Organization Chart
- Employee Benefits & Cost

Active Recruiting, Screening & Rolling Candidate Presentation

Weeks 2–6 (ongoing)

SearchWide Global takes a targeted approach to marketing the position and sourcing candidates. We use our strong relationships (inside and outside the industry), solid processes, robust database, and industry expertise to provide your organization with only the best and brightest candidates.

Rather than waiting to present candidates in batches, we operate on a **rolling presentation model**:

- Candidates are sourced, screened, and evaluated continuously.
- Once a candidate passes our internal screening, interview, and validation threshold, they are **presented immediately**.
- Candidates may be in **different stages of the process at the same time**.
- Weekly updates will be provided on candidate activity.

This approach significantly accelerates time-to-hire while maintaining quality.

Interviews

(Rolling & Flexible)

Interviews are scheduled **as candidates are presented**, allowing the organization to engage top talent early—often before they are available to the broader market.

- Interview formats (Zoom / in-person) are flexible.
- Interview timing is driven by candidate readiness and client availability.
- Multiple candidates may be advancing simultaneously.
- All candidate expenses (airfare, lodging, meals, mileage, ground transportation, baggage fees, etc.) will be reimbursed directly to the candidates from SearchWide Global and billed back to your organization.

Candidate Due Diligence

As candidates advance to the final stages of the search process, SearchWide Global conducts:

- In-depth reference checks for finalists to include (supervisors, peers, direct reports)
- Have candidates complete the DiSC personality assessment, which provides insight into the candidate's leadership and management style.
- Finalists may undergo additional background checks/verifications as requested.

Offer Development & Negotiation

SearchWide Global has extensive experience handling the hiring, negotiating, and turn-down process in a way that protects the reputation and integrity of everyone involved.

Placement & Post-Hire Support

Our interaction with your organization and the placed candidate does not stop when the search is closed. We stay in close contact on a quarterly basis to ensure that all parties remain satisfied and productive.

NOTE: The work plan can be flexible based on your organization's needs.

SEARCHWIDE GLOBAL RETAINED FEE AGREEMENT

This Agreement dated January 7, 2026, between SearchWide Global and Discover Santa Clara, outlines the terms and conditions of the Agreement between the parties.

SERVICES:

SearchWide Global will perform an Executive Search for a candidate to fill the Director of Sales position.

FEES:

Our Professional Fee for conducting the search shall be a flat fee of \$48,000. Additionally, SearchWide Global will bill any out-of-pocket expenses incurred related to the search, as approved by Discover Santa Clara. For example, out-of-pocket expenses may include candidate and consultant travel, lodging, meals, DiSC assessments (\$125 each), background checks, job postings, or other necessary and reasonable expenses. Discover Santa Clara is responsible for the direct payment of meeting and interview expenses.

Discover Santa Clara agrees to pay SearchWide Global an additional Professional Fee if the Company hires more than one candidate presented by SearchWide Global within 12 months of the execution of this Agreement. The additional Professional Fee shall be 25% of the annual base salary for any candidate hired within the 12-month period.

TERMS:

Our Professional Fee will be due in three installments as follows:

1. \$16,000 due upon the signing of this Agreement.
2. \$16,000 due within 30 days of signing the Agreement.
3. \$16,000, plus expenses, due upon completion of the search, such as placement of a candidate, closure of the search by Discover Santa Clara for any reason, or Discover Santa Clara placing the search on hold for more than 60 days.

LIMITED WARRANTY:

If the placed candidate is discharged or voluntarily terminates employment within 12 months of hiring, SearchWide Global will search for a replacement candidate or a candidate for a different position within Discover Santa Clara at no additional Professional Fee.

CONFIDENTIALITY:

All candidate information provided to Discover Santa Clara will remain confidential. All information provided by Discover Santa Clara to SearchWide Global will be used only to conduct the professional search outlined above. Additionally, all fees listed in this agreement must remain confidential and should only be discussed between Discover Santa Clara and SearchWide Global.

The parties have executed this Agreement with the intention of being legally bound.

SearchWide Global

Discover Santa Clara

By: Jennifer Brown, Vice President of Finance & HR

By: Christine Lawson, CEO

Date

Date