

Santa Clara Tourism Improvement District
Advisory Board Meeting – MINUTES
Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, CA 95057

Thursday, October 10, 2019, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:14 a.m.

Roll Call and Introductions

Present: 5 Joe Eustice, General Manager, Hilton Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Peter Hart, General Manager, Embassy Suites
Mark Salquist, General Manager, Avatar Hotel (9:18 a.m. arrival)
Callette Nielsen, General Manager, Marriott Santa Clara

Absent: 6 Alan Mass, General Manager, Hyatt House
Virginia Scimeca, General Manager, TownePlace Suites by Marriott
Jon Siebring, General Manager, Biltmore Hotel
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mike Lerman, General Manager, AC Hotel Santa Clara
Jordan Austin, General Manager, Element Santa Clara

A quorum was not met.

In Attendance

Deanna Santana, City Manager, City of Santa Clara
Ruth Shikada, Assistant City Manager, City of Santa Clara
Nancy Thome, Asst. to the City Manager, City of Santa Clara
Dan Fenton, Executive Vice President, JLL (call-in)
Michelle Knipe, Director of Sales & Marketing, Hilton Santa Clara
Bill Benaderet, Assistant General Manager, Santa Clara Convention Center
Kelly Carr, General Manager, Santa Clara Convention Center
Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara
Mark Evans, Director of Sales & Marketing, Marriott Santa Clara

Public Comments

There were no public comments.

Consent Calendar

Matters listed in the Consent Calendar section will be considered routine by the Advisory Board and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered separately.

1. Action on the Minutes of the August 9, 2019 of the Santa Clara Tourism Improvement District Advisory Board Meeting.
2. Action on the Minutes of the September 10, 2019 of the Santa Clara Tourism Improvement District Advisory Board Meeting.
3. Action on the Santa Clara Convention Center request for subsidy payment in the amount of \$33,940 for the Christian Congregations of Jehovah's Witness Events July 4-7, 2019 and July 11-14, 2019.

There was no motion for the items on the Consent Calendar as a quorum was not met.

General Business – Items for Discussion

4. Spectra update on the Santa Clara Convention Center and Visit Santa Clara websites.

Kelly Carr, general manager of the Convention Center provided an update on the websites. Spectra created a new website and will be managing the Santa Clara Convention Center website at www.santaclaraconvention.com. Over the past several months, the City, JLL and Spectra have been trying to establish an agreement with Destination Advantage to maintain the CVB website and a consensus on the terms has not been established. There were concerns over Destination Advantage offering to sell the SCCC website to Spectra for \$130K, taking control of related social media accounts and shutting down the websites completely. The City has since regained control of the Facebook page and Spectra has offered to create and maintain CVB website for the interim period. There are also concerns that Destination Advantage continues to manage the website without a formal contract in place. The hoteliers would like to discuss further and propose to engage Destination Advantage to see if they are able to establish an agreement. The Board agreed to call a special meeting to discuss.

5. Review of the TID FY 18/19 Year-End Financial Report and the TID FY 19/20, Q1 Financial Report.

The Year-End Financial Report for FY 18/9 and Quarter 1 report for FY 19/20 was reviewed. The City confirmed the FY 19/20 TID fund balance is approximately \$1.2M. The Advisory Board was reminded that TID funds, as approved by City Council, will be used to support the agreement with Civitas as well as any legal costs associated to the establishment of the DMO.

6. Development of Santa Clara Tourism Improvement District subsidy policy and/or program.

The Advisory Board was reminded of the need to establish a subsidy policy and/or program as recommended by the auditor TAP International and the City's internal auditor. There are concerns regarding providing convention center subsidies for the specific groups repeatedly that can be perceived as preferential treatment. While TID

funds are public funds, a process must be established to provide equal opportunity for all community groups to apply for the same benefit. Joe Eustice proposed that the TID Advisory Board create a subcommittee to research, develop and make recommendations to the TID Advisory Board. This item will be place on the next meeting agenda for further discussion.

7. City of Santa Clara Updates:
 - a. Report to the Economic Development, Marketing & Communications Committee on September 18, 2019.
 - b. TID Conversion process.
 - c. Silicon Valley/Santa Clara Destination Marketing Organization.

The City provided an update on the progress of the DMO to the Economic Development, Marketing & Communications Committee on September 18, 2019 and was asked by the committee members to make a presentation to the full Council on the TID conversion process. The item is schedule to go to Council on November 12.

8. Establish TID Advisory Board Meeting schedule for the new calendar year.

Starting January 1, 2020, TID Advisory Board meetings will take place at 9:00 a.m. on the second Thursday of the month.

General Updates

- The first meeting to discuss the booking strategy went well and a follow-up meeting will be scheduled to complete the work.
- It was proposed for consideration that moving forward, the CVB, as an objective party, manage the event calendar. Historically, it was controlled by the SCCC.
- Hoteliers requested a calendar of events, for 12 -16 months out, be provided monthly by the Center.

Adjournment

The meeting adjourned at 10:11 a.m.

The next regular scheduled meeting is on Monday, November 11, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.