

**Santa Clara Tourism Improvement District
Advisory Board Special Meeting – AGENDA**

August 13, 2020, 8:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 8:03 a.m.

Roll Call

Present: 4: Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Jon Siebring, General Manager, Biltmore Hotel

Absent:7 Jordan Austin, General Manager, Element Santa Clara
Peter Hart, General Manager, Embassy Suites
Alan Mass, General Manager, Hyatt House
Callette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was not met.

In Attendance

Ruth Shikada, Assistant City Manager, City of Santa Clara
Nancy Thome, Assistant to the City Manager, City of Santa Clara
Dan Fenton, Executive Vice President, JLL
Kelly Carr, General Manager, Spectra

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 July 7, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting and the Minutes of the July 9, 2020 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

A motion on the Consent Calendar was made at 8:41 a.m. after a quorum was confirmed.

A motion was made by Joe Eustice, seconded by Jon Siebring, to approve the Consent Calendar. Motion passed unanimously (7-0).

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

2. Tourism Improvement District Input and Preparation for the Transient Occupancy Tax (TOT) Ballot Measure for the November Election.

There was brief discussion on how the hotels can best prepare and support the November ballot measure. Ruth Shikada indicated that the City will be involved in educating the community on the ballot measure but cannot advocate.

Jean-Phillippe Rollet and Peter Hart joined the meeting at 8:08 a.m.
Callette Nielsen joined the meeting at 8:10 a.m.

Eron Hodges indicated that he is communicating with other business groups regarding the measure and the other TID hotels can reach out to him for additional information. They are in support of advocating for up to 2% as the DMO funding is dependent on this effort.

3. Review of Recent STR Data and Market and Tech Industry Business Travel Updates.

Eron Hodges reported that the tech industry is extending work from home for employees; the most recent being Uber, Google and Facebook. Businesses are providing employees stipends to assist with the purchase of home office equipment. Some of the hotels indicated they are exploring creating workspaces in hotels.

STR Data indicated a marginal change, month over month. Since July, transient occupancy has been at 10% with a 1% increase in growth for the last month.

Overall, hotel rates have declined and there has been a small uptick in group business. One of the TID hotels currently has a football team staying at their hotel. Thirty-four percent of TID hotel inventory is closed and the 0.7% growth is due to contracts with airlines. It was suggested that more research could be done on the work/hotel concept and perhaps an area the DMO could focus on.

4. Update on the Santa Clara Convention Center Calendar and Capital Projects. (Spectra)

Kelly Carr reported that the Convention Center has been focusing on moving the remaining 2020 events into 2021 and they will not be hosting events for the remainder of the calendar year. For the remaining months, they are focusing efforts on capital improvement projects. Spectra has a signed agreement for the glass pyramid resealant project, are working on the bid documents for the carpet/paint project and developing the scope of work for internal digital signage.

5. Update on California's Great America.

Nancy Thome reported that California's Great America had announced its closure for the remainder of the year.

6. Update on the Silicon Valley/Santa Clara DMO, Inc.'s CEO recruitment. (JLL)

Dan Fenton reported that the DMO Board of Directors met the new candidate. JLL is currently working on coordinating an in-person meeting.

7. Attendee Feedback from Key Performance Indicators Workshop Held on June 29, 2020. (JLL)

JLL received positive feedback on the workshop. Eron Hodges indicated that the percentage allocated for room nights needs to be revisited. Additional input will be gathered at the next TID meeting.

8. Continued Efforts to Develop the Tourism Improvement District's Subsidy Guidelines.

Dan Fenton and Joe Eustice reported that they have met and looked at some examples. They will have recommendations ready for the next meeting.

9. Update on the Development of Cleaning and Safety Best Practices Guidelines for Tourism Improvement District Hotels.

Calette Nielson reported that she had no new updates. Callette has reviewed some guidelines from SF travel and will get the small group together to discuss. An update will be provided at the next TID meeting. It was suggested that Callette reach out to the Chamber to see how they are working with businesses in this area.

General Updates

Jon Siebring reported that the hotel renovations (Biltmore) should be completed by the end of the year.

Adjournment

The meeting adjourned at 8.42 a.m. The next regular scheduled meeting is on September 10, 2020, 9:00 a.m.