

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

April 16, 2021, 8:00 a.m.

---

**Call to Order**

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

**Roll Call**

**Present: 4** Vince Buonocore, Interim General Manager, Marriott Santa Clara  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Jon Siebring, General Manager, Biltmore Hotel  
Ryan Turner, General Manager, Element Santa Clara

**Absent: 7** Joe Eustice, General Manager, Hilton Santa Clara  
Justin Hart, General Manager, AC Hotel Santa Clara  
Jean-Phillippe Rollet, General Manager, The Plaza Suites  
Peter Hart, General Manager, Embassy Suites  
Mark Salquist, General Manager, Avatar Hotel  
Alan Mass, General Manager, Hyatt House  
Bridgette Burns, General Manager, TownePlace Suites by Marriott

A quorum was not met. Eron reported that Joe is on assignment in Orlando, Jean-Phillippe and Mark are in transition meetings with new hotel ownerships and Justin and Peter are out on vacation.

**In Attendance**

Ruth Mizobe 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 Venue Management  
Matt Stewart, CEO, Silicon Valley/Santa Clara DMO, Inc.

**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.*

**Consent Items Pulled for Discussion**

**General Business – Items for Discussion**

1. Budget Presentation: Discussion and Action on the Silicon Valley/Santa Clara DMO, Inc. Proposed FY 2021/22 Operating Budget.

Matt Stewart provided an overview of the first draft of the DMO FY 2021/22 Proposed Budget.

**There was no action taken as a quorum was not met.**

2. Presentation: Discussion and Action on the Silicon Valley/Santa Clara DMO, Inc. Key Performance Indicators.

Matt Stewart provided an overview of the DMO's key performance indicators.

**There was no action taken as a quorum was not met.**

### **General Updates**

- City of Santa Clara - Brown Act and Robert's Rules of Order Presentation at May 20, 2021 meeting.
- Nancy Thome reported City Council approved the Resolution of Intention to establish the new district on April 6. The public meeting and public hearing notice were sent to the hotels via email on April 7 and also mailed hard copies the same day. The public meeting is scheduled for April 20 and the public hearing is scheduled for May 25.
- Eron Hodges reported that Manny Gonzales, General Manager of California's Great America and DMO Vice-Chair announced his departure at the last DMO meeting. Manny has accepted a new assignment with Cedar Fair and will be moving to North Carolina in June. Eron also noted that Top Golf in San Jose opened effective today to be open 300 days of the year for families and businesses.
- Eron Hodges reported the CDC and Cal Osha have release new guidance on venue/events re-opening June 15. It was suggested that the hotels and Convention Center work together to offer consistent baseline safety best practices for guests.

### **Adjournment**

The meeting adjourned at 9:13 a.m. The next regular scheduled meeting is on May 20, 2021 at 8:00 a.m.