

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

Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

December 10, 2019, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:12 a.m.

Roll Call

Present: 6 Jordan Austin, General Manager, Element Santa Clara
Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Mike Lerman, General Manager, AC Hotel Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites

Absent: 5 Alan Mass, General Manager, Hyatt House (call-in)
Callette Nielsen, General Manager, Marriott Santa Clara
Mark Salquist, General Manager, Avatar Hotel
Virginia Scimeca, General Manager, TownePlace Suites by Marriott
Jon Siebring, General Manager, Biltmore Hotel

A quorum was met.

In Attendance

Dan Fenton, Executive Vice President, JLL
Kelly Carr, General Manager, Santa Clara Convention Center
Nancy Thome, Assistant to the City Manager, City of Santa Clara
Mark Evans, Director of Sales, Marriott Santa Clara
Michelle Knipe, Director of Sales, Hilton Santa Clara
Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara

Public Comments

Public comment for items not on the Agenda.

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 November 18, 2019 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

A motion was made by Jean-Phillippe Rollet, seconded by Peter Hart to approve the Consent Calendar. Motion passed unanimously (6-0).

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Update on Website Management Agreement with Destination Advantage.

The City and JLL proposed edits to the agreement that was submitted by Destination Advantage. The agreement with the proposed changes is currently with Destination Advantage for review.

3. Review of Convention Center Calendar of Events for the Period 11/29/2019 – 11/18/2021.

The calendar with the full listing of clients will be sent to meeting attendees. The Convention Center received an inquiry from a hotel outside of the TID requesting a copy of the calendar of events. It was suggested that this hotel wanted to be aware of potential room night impacts. The group agreed that it would be okay for the Convention Center to provide them a copy of the types, dates and estimated numbers; client names would be redacted.

4. Review and discussion on the Proposed Santa Clara Convention Center Booking Strategy.

Dan Fenton provided an update on the Santa Clara Convention Center Booking Strategy. The survey indicated hotels could commit to 1,100 room nights for P1 events. The presented strategy (graphic chart) is intended to serve as a guideline for sales staff with the understanding that there would be some flexibility allowed depending on other considerations such as time of year, combined building spend, etc. Future goals for the DMO would include pursuing P1 and P2 new business and not allowing the “grandfathering” of business.

5. Review and discussion on potential Santa Clara Tourism Improvement District (TID) Assessment Formulas.

The group reviewed the various percentage options presented in the handout and strongly support a 2% assessment. Joe Eustice provided a draft document to the group of the key discussion points so that all members would be consistent in their messaging. TID Advisory Board Members will be working to meet individually with Council members in efforts to gain support for 2% prior to the next meeting in late January.

General Updates

The TID Advisory Board was reminded of posting requirements for meetings. Regular meetings must be posted 72 in advance and special meetings require 24 hours advance. Any agenda items should be forward to the Chair well in advance of the posting date.

Eron Hodges announced that Jean-Phillippe Rollet will be stepping down as Treasurer effective December 31. The Board will look to identify a new Treasurer at the next TID Meeting. Appreciation was provided to Jean-Phillippe Rollet for his contributions as the Treasurer.

Adjournment

The meeting adjourned at 10:17 a.m. The next regular scheduled meeting is on Thursday, January 9, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.