



City Council Meeting

Item #4. Update on the Formation of the New Destination Marketing Organization (DMO) Entity

November 12, 2019



City of Santa Clara
The Center of What's Possible

Destination Marketing Organization

- Business name: Silicon Valley/Santa Clara DMO
- Incorporated as a California nonprofit mutual benefit corporation in August 2019
- Initial City Fee Agreement with Terry Conner, Thoits Law:
 - Prepared and filed the articles of incorporation
 - Drafted and finalized Bylaws
 - Provided Board overview of fiduciary duties
 - Drafted and finalized Conflict of Interest Policy
- Virtual Office established at 5201 Great America Parkway

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Board of Directors

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Board of Directors

- Began meeting in August 2019
- First official meeting took place September 23, 2019
 - Corporation Bylaws adopted by attorney and approved by the Board
 - Nomination and election of the Officers of the Board
 - Eight of the nine seats are filled and a qualified candidate has been identified to fill the last vacancy

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Board of Directors

Title	Name	Industry	Term (Years)
Chair	Eron Hodges	Hyatt Regency	Three
Vice-Chair	Manny Gonzalez	California Great America	Three
Treasurer	Nadine Nader	City of Santa Clara	Two
Secretary	Joe Eustice	Hilton Santa Clara	One
Member	Kelly Carr	Santa Clara Convention Center	One
Member	Leo Wandling	I.A.T.S.E – Local 134	Three
Member	Pablo Barrera	I.B.T – Local 287	Two
Member	Stephen Eimer	Related Urban	Pending
Member	Vacant	Technology Industry	Pending
Ex-Officio	City Manager or designee	City of Santa Clara	

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Progress

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Progress

- Adopted Conflict of Interest Policy
- Established Audit Committee
- Established meeting schedule for 2020 calendar year
- Have begun efforts to develop mission and vision and establish outward facing name
- Assessing corporation insurance needs
- Approved final draft of the CEO job description and appointed Search subcommittee

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Next Steps

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Next Steps

- Continue updates to the Board on the progress of the TID conversion
- Establish funding process with the City for use of TID funds
- Execute fee agreement with Thoits Law
- Apply for nonprofit exempt status
- Recruitment and selection of the executive director
- Select insurance provider

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