

Santa Clara Tourism Improvement District
Advisory Board Special Meeting – MINUTES (revised)
Hilton Santa Clara, Carmel Board Room
4949 Great America Parkway
Santa Clara, CA 95054

Monday, June 10, 2019, 9:00 a.m.

Call to Order/Introductions

Eron Hodges, Chair, called the special meeting to order at 9:04 AM.

Present: 5 Joe Eustice, General Manager, Hilton Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Callette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Peter Hart, General Manager, Embassy Suites
Mark Salquist, General Manager, Avatar Hotel (late arrival)

Absent: 4 Alan Mass, General Manager, Hyatt House
Virginia Scimeca, General Manager, TownePlace Suites by Marriott
Jon Siebring, General Manager, Biltmore Hotel

In Attendance

Mary Lynn Brubaker, Director of Sales, Hyatt House
Mark Evans, Director of Sales & Marketing, Marriott Santa Clara
Michelle Knipe, Director of Sales & Marketing, Hilton Santa Clara

Ruth Shikada, Assistant City Manager, City of Santa Clara
Nancy Thome, Asst. to the City Manager, City of Santa Clara

Public Comments

None.

Action Items

1. Review and take action on meeting minutes of the May 9, 2019 Special Meeting.

A motion was made by Joe Eustice, seconded by Callette Nielsen, to approve the meeting minutes of the May 9, 2019 Special Meeting. Motion passed unanimously (5-0).

2. Discussion and action on \$74,747 in outstanding invoices to Destination Advantage for internet destination sales & marketing and market management services from July 2018 through March 2019.
 - Jean-Phillippe Rollet confirmed that items included in the outstanding invoices were in the approved TID budget.
 - Assistant City Manager, Ruth Shikada, confirmed Spectra took over management of the Santa Clara Convention Center (SCCC) in March 2019. Kelly Carr, SCCC General Manager, is in the process of working with Destination Advantage on an interim agreement for reduced services while they implement a formal RFP process.
 - Eron Hodges verified work by Destination Advantage has been completed and stated no other invoices for services after March 2019 will be sent to the TID.

A motion was made by Jean-Phillippe Rollet, seconded by Peter Hart, to approve payment of \$74, 747 to Destination Advantage for internet marketing services from July 2018 through March 2019. Motion passed unanimously (5-0).

3. Discussion and action on the payment of TID Room Night Subsidies:
 - a. Payment of \$11,286 to XRX Inc./Stitches; and
 - b. Payment of \$2,070 to California Association for the Education of Children
 - Jean-Phillippe Rollet confirmed check requests with copies of the contracts for XRX Inc./Stitches and California Association for the Education of Children were submitted for payment.
 - Jean-Phillippe Rollet also confirmed that budget for subsidies are included in the approved TID budget.
 - TID members discussed the need for the SCCC to update the list of future events that are eligible or who have historically been provided subsidies so that the TID can more accurately budget for this expense. Jean-Phillippe Rollet will request the updated list from the SCCC.

A motion was made by Joe Eustice, seconded by Jean-Phillippe Rollet, to release TID funds for payment of subsidies of \$11,286 to Stitches and \$2,070 to the California Association for the Education of Children which both have already occurred. Motion passed unanimously (5-0).

4. Discussion and action on the replacement of the current Board of Directors of the Visit Santa Clara entity with a new Board of Directors as identified and approved by the Santa Clara City Council.

- As Visit Santa Clara was initially established as a non-profit corporation last year by the TID to continue marketing efforts of the TID when the Chamber of Commerce lost oversight of the Convention Center and the CVB, TID members discussed whether to allow the City to use Visit Santa Clara as the new CVB.
- Allowing the City to use Visit Santa Clara as the new CVB would help to expedite the City's efforts to establish a new CVB entity however, TID members would be required to relinquish their current authority as board members to a new Board of Directors as identified by the Santa Clara City Council. In doing so, the Articles of Incorporation would be amended to include the Santa Clara Convention Center and marketing efforts, and the Bylaws would be amended to represent industry seats as approved by Santa Clara City Council on May 21.
- Eron Hodges expressed the TID's desire to continue working with the City in the development of the new CVB and for the TID Advisory Board to remain in an advisory role to the new CVB Board of Directors.

A motion was made by Jean-Phillippe Rollet, seconded by Peter Hart, to amend the Articles of Corporation to broaden purpose of Visit Santa Clara and to modify the Board of Directors. Motion passed unanimously (5-0).

General Business

5. City update on the addition of two new hotels, The Element Hotel and AC Marriot to the TID.
 - Assistant to the City Manager, Nancy Thome, reported that there will be two new hotels joining the TID. The Element Hotel will be opening at the end of June. There is still no update on AC by Marriott.
 - Assistant City Manager, Ruth Shikada, reported that Kelly Carr, SCCC General Manager has already met with both hotels.
6. Continued discussion on exploring the option to change the TID assessment formula.
 - Assistant to the City Manager, Nancy Thome, confirmed the meeting on June 17, 2019 at 10:00 a.m. with the City Manager to continue discussion on the TID's desire to change the assessment formula.

Adjournment

Meeting adjourned at 9:36 AM.