

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

July 9, 2020, 8:00 a.m.

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**Call to Order**

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

**Roll Call**

**Present: 6** Joe Eustice, General Manager, Hilton Santa Clara  
Justin Hart, General Manager, AC Hotel 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  
Jon Siebring, General Manager, Biltmore Hotel

**Absent: 5** Jordan Austin, General Manager, Element Santa Clara  
Peter Hart, General Manager, Embassy Suites  
Alan Mass, General Manager, Hyatt House  
Mark Salquist, General Manager, Avatar Hotel  
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

**In Attendance**

Cynthia Bojorquez, Assistant City Manager, City of Santa Clara  
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 June 11, 2020 Santa Clara Tourism Improvement District Advisory Board Regular Meeting and the Minutes of the June 22, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting.
2. Receive and file the Santa Clara Convention Center Calendar of Events for the Period 7/10/2020 – 5/13/2022.

**A motion was made by Joe Eustice, seconded by Jon Siebring, to approve the Consent Calendar. Motion passed unanimously (6-0).**

## **Consent Items Pulled for Discussion**

### **General Business – Items for Discussion**

3. Review of the July 7, 2020 Tourism Improvement District Advisory Board Special Meeting with the City Manager regarding the City of Santa Clara's Proposed Transient Occupancy (TOT) Increase.

Assistant City Manager Bojorquez was present to provide follow-up and clarification on the key dates for the approval of the ballot measure language. After the July 7 meeting, the City Manager's Office confirmed with the City Clerk's Office that the ballot measure language would need to be approved by City Council at the July 14 meeting in order to meet the Registrar of Voters deadline of August 7.

Eron Hodges will be speaking at the July 14 City Council and reviewed a proposed slide to demonstrate the relationship among the TID, DMO, Convention Center and City. Feedback received by the group will be incorporated into a revised slide.

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

Dan Fenton reported that live interviews took place with two final candidates at the Convention Center. Participating DMO Board members were able to experience the full safety protocol as implemented by Spectra. Upon the completion of interviews, it was the decision of the DMO Board to consider other candidates.

5. Review of Silicon Valley/Santa Clara DMO, Inc.'s proposed Key Performance Indicators in the agreement to provide destination marketing services for the City of Santa Clara.

Dan Fenton briefly reviewed each of the nine key performance indicators (KPIs) proposed in the City/DMO Agreement. The KPIs directly align with Spectra's and Levy's KPIs and a few even shared. To allow for more discussion on the KPIs, a dedicated time will be scheduled to conduct a KPI workshop in which Spectra, Levy, City and TID hotels would be invited to attend.

6. Update on the status of the Santa Clara Convention Center and future recovery plans. (Spectra)

Kelly Carr reported that Spectra has completed a full reopening plan that will be sent to the City for review. Spectra is currently underway with the GBAC certification for cleanliness and safety standards for guests. Spectra is working directly with Hyatt's contact to ensure that the GBAC process is consistent.

While the Convention Center is currently closed to events, Spectra will focus on starting and completing capital improvement projects. Kelly is working with City staff Dolores Montenegro who is providing guidance on the projects. Replacing the carpet and repainting the interior is the current priority with the goal to have completed by the end of the year.

7. Discussion on Implementing Cleaning and Safety Best Practices Guidelines at all Tourism Improvement District Hotels.

Eron Hodges made the recommendation for TID hotels establish consistent cleaning and standards for all hotels. While not all the hotels may not be able to formally complete the

GBAC certification, a small subcommittee can develop the top 10 cleaning best practices for all the TID hotels to commit to. Callette Nielsen agreed to take the lead and will enlist the assistant of Justin Hart, Mark Salquist and Peter Hart. Callette will provide an update at the next TID Advisory Board meeting.

8. Update on the Use of “Visit Santa Clara” and Trademark Ownership by the Chamber of Commerce.

Nancy Thome reported that she is still in the process of trying to connect with the Chamber’s interim executive director Christian Pellecchia. Nancy added that the DMO Board of Directors is open to reimbursing the Chamber for costs associated to their trademark application.

### **General Updates**

### **Adjournment**

The meeting adjourned at 9:14 a.m. The next regular scheduled meeting is on August 13, 2020, 9:00 a.m.