

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

July 7, 2020, 11:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 11:02 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
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
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
Callette Nielsen, General Manager, Marriott Santa Clara
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

In Attendance

Pablo Barrera, Silicon Valley/Santa Clara, DMO, Inc.
Nadine Nader, Silicon Valley/Santa Clara, DMO, Inc.
Manny Gonzalez, Silicon Valley/Santa Clara, DMO, Inc.
Kelly Carr, Silicon Valley/Santa Clara, DMO, Inc.

Deanna J. Santana, City Manager, City of Santa Clara
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

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

None.

General Business – Items for Discussion

1. Discussion with the City Manager on the City of Santa Clara's Proposed Transient Occupancy Tax (TOT) Increase.

There was a general discussion on the polling recently completed by the City and inquiry regarding City staff potential recommendation on a TOT increase. City Manager Santana indicated that while polling results showed a strong support for a 4% increase, of 70%, City staff will be recommending a 2% increase with progression up to 4%. Including proposed language of "up to" 4% would allow Council to set the TOT rate according to the current market conditions without having to go back to voters. The TID indicated that 30% to 40% of the TOT driven occupancy in the market comes from a TID and DMO led effort. It was recommended that the TID restate their position with the City Council regarding the importance of continued collaborative efforts that would still allow for a TOT increase and a change in the TID assessment method without pushing Santa Clara to the higher end of the hotel market immediately. There was agreement by the TID Advisory Board that they would not support an increase of more than 2%; however, were still very much interested in continuing the discussion with the City for future efforts.

August 7 is the deadline to have ballot language approved. City staff will introduce the proposed ballot measure language to City Council on July 14 and hold a Special Meeting in early August to meet the Registrar of Voters timeline.

General Updates

Adjournment

The meeting adjourned at 11:34 a.m. The next regular scheduled meeting is on July 9, 2020, 8:00 a.m.