

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

March 18, 2021, 8:00 a.m.

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**Call to Order**

Chair Hodges called the meeting to order at 8:04 a.m.

**Roll Call**

**Present: 6** Justin Hart, General Manager, AC Hotel Santa Clara  
Peter Hart, General Manager, Embassy Suites  
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** Vince Buonocore, Interim General Manager, Marriott Santa Clara  
Bridgette Burns, General Manager, TownePlace Suites by Marriott  
Joe Eustice, General Manager, Hilton Santa Clara  
Alan Mass, General Manager, Hyatt House  
Ryan Turner, General Manager, Element Santa Clara

A quorum was met.

**In Attendance**

Ruth Mizobe 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  
Bethanie DeRose, Senior Vice President, JLL  
Kelly Carr, General Manager, Spectra Venue Management  
Matt Stewart, CEO, Silicon Valley/Santa Clara DMO, Inc.

**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 Santa Clara Tourism Improvement District Advisory Board
  - Regular Meeting – February 18, 2021

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

## **Consent Items Pulled for Discussion**

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

#### **2. Two-Year Budget Planning**

Matt Stewart provided a brief overview of the projected fund balance for future years. The estimated balance for FY 2020/21 is \$1.4 million and projected TID revenue in FY 2021/22 is \$610,936. Matt indicated he is currently working on the budget and is planning to present to the TID at the April 15 meeting.

#### **3. Silicon Valley/Santa Clara DMO, Inc. Updates**

Matt Stewart provided an update on DMO activities:

- DMO will be looking to extend the sales contractor agreement.
- A temp administrative assistant was hired by the name of Martina. Martina has been on board for three weeks.
- Reported trends: 81% of travelers will travel in the next six months; lanners are hesitant to book events this year but there is pent up demand.
- Sales contractor Michael spoke to 54 clients resulting in two tentative leads.
- Michael is putting together a newsletter for Santa Clara and the DMO is working on a citywide presentation.
- The monthly report includes a new table that summarizes sales contractor goals and attainments.
- Extranet access to Simpleview was sent to the hotel lead catchers. This access will provide hotels the ability to view Simpleview, the DMO's CRM system.
- DMO is finalizing its KPI goals which will be shared with the TID at a future meeting.

#### **4. TID Conversion Timeline and Update on Petition Process**

Nancy Thome reported that as the City has received petitions from hotels who will collectively pay more than 50% of the assessment which initiates the TID conversion process. The conversion process is a three-step process and tentative dates have been scheduled for each step:

- April 6 – Upon receiving petitions from hotels who will collectively be paying more than 50% of the assessment, City Council can adopt a Resolution of Intention (ROI) to establish the district under the 1994 Law.
- April 20 – Upon the Council approving the ROI, a public meeting will take place to allow for the public to provide public comments.
- May 25 – A public hearing will take place to establish the new district which would go into effect July 1.

#### **5. Action on the Tourism Improvement District Subsidy Guidelines**

This item had been deferred from the February 18<sup>th</sup> meeting.

**A motion was made by Mark Salquist, seconded by Jean-Phillippe Rollet, to approve the proposed Tourism Improvement District Subsidy Guidelines. Motion passed unanimously (6-0).**

6. Action on the Santa Clara Convention Center Booking Strategy (Revised)

Eron reported that a few inconsistencies were found in the Booking strategy which required simple clerical/administrative revisions.

**A motion was made by Jean-Phillippe Rollet, seconded by Peter Hart, to approve the revised Santa Clara Convention Center Booking Strategy. Motion passed unanimously (6-0).**

7. California Hotel & Lodging Association Clean + Safe Certification Updates

Eron reported that the following hotels have completed certification: Marriott, Hyatt, Biltmore, Element, Embassy Suites, and requested updates from the remaining hotels:

- Mark (Avatar) and Jean-Phillippe (Plaza Suites) reported they had completed certification.
- Justin (AC Santa Clara) reported that he will look into the follow-up on the certification process.
- There were no updates for Hilton, TownePlace Suites, or Hyatt House.

8. Santa Clara Convention Center Updates

Kelly Carr reported that the Center is still serving as a vaccination clinic. The clinic is no longer running on weekends and only running Monday thru Friday, 8:00 a.m. – 4:30 p.m.

Justin Hart left the meeting at 8:44 a.m.

In regard to the CIP projects:

- Spectra has have moved into the design development phase with HOK and will be review projected costs shortly.
- The glass pyramid project is almost complete. There are about 10 pieces of glass that need to be replaced.
- The security camera assessment was completed by Johnson Controls and the new cameras and system has been ordered.
- The new HVAC units are being installed and will be completed by the end of the day.
- The start of construction is anticipated in June or July.

9. Economic Development, Communications, and Marketing Committee Tentative Schedule (attachment – schedule)

Nancy Thome shared the tentative schedule for the EDCM Meetings which included regular updates by the DMO. The ECDM is comprised of Councilmembers Watanabe, Park and Becker.

**General Updates**

- City of Santa Clara - Brown Act and Robert's Rules of Order Presentation at May 20, 2021 meeting.
- Mark reported Avatar is under renovations and will remain closed until Q1 of 2022.

- Avatar is re-branding and will no longer be under the Hyatt.
- Eron reported that there is no re-opening date for the Hilton.
- Jean-Phillippe reported the Plaza Suites will not re-open until this summer.

### **Adjournment**

The meeting was adjourned at 9:02 a.m. The next regular scheduled meeting is on April 15, 2021 at 8:00 a.m.