

5/22/18

ITEM #5

Simrat Dhadli

To: Jennifer Yamaguma
Subject: RE: "Draft" Outline of Chamber's Duties

On May 14, 2018, at 4:11 PM, Moreno, Lisa <Lisa.Moreno@santaclara.org> wrote:

Good afternoon Deana. You may circulate the outline as a starting point for discussion.

Thank you.

Lisa R. Moreno

General Manager & CEO
Santa Clara Convention Center and Convention & Visitors Bureau
5001 Great America Parkway
Santa Clara, CA 95054
Phone: 408-748-7015
Fax: 408-748-7038
lisa.moreno@santaclara.org

<image001.png>

"Voted Best Event Venue for 2010 by Silicon Valley Concierge Association."

 Please consider the environment before printing this e-mail

From: Deanna Santana [<mailto:DSantana@SantaClaraCA.gov>]
Sent: Monday, May 14, 2018 2:00 PM
To: Moreno, Lisa
Cc: Joe Siecinski; Kaspar, Nick
Subject: RE: "Draft" Outline of Chamber's Duties

Good Afternoon,

Can you confirm that you would like this circulated to the City Council as part of the Management Fee discussion tomorrow?

Deanna

From: Moreno, Lisa [<mailto:Lisa.Moreno@santaclara.org>]
Sent: Tuesday, May 8, 2018 2:11 PM
To: Elizabeth Elliott; Deanna Santana
Cc: Joe Siecinski; [REDACTED]; [REDACTED]; Joan Secoquian
[REDACTED]; [REDACTED]; David Tobkin ([REDACTED]); Kaspar,
Nick; [REDACTED]
Subject: "Draft" Outline of Chamber's Duties

Good morning Deana. We are following up on the discussion from our meeting on April 13th, 2018 regarding what the Chamber's responsibilities are under the Management Agreement. I have attached a "draft" list of duties of the Convention Center, which the Santa Clara Chamber of Commerce/Convention-Visitors Bureau Board of Directors, oversees under the management agreement

Outline of Santa Clara Chamber of Commerce and Convention-Visitors Bureau Duties Santa Clara Convention Center

❖ Marketing, advertising and Promotion

- Print
- Tradeshows
- Face-to-Face
- Conference
- Website
- Social Media
- Prospecting
- Marketing Plan
- Videos
- TV

❖ Booking and Scheduling

- Manage Master Booking Schedule
- Establish/Negotiate/Manage Use Agreements
- Manage contract status/payments/insurance
- Manage booking policies
- Work with CVB Sales Team on LOIs (Letter of Intent)
- Coordinate use of Grand Ballroom with Hyatt Hotel

❖ Budgeting

- Capital Improvements (CIP)
- Annual Operating Budget
- Annual CVB Operating Budget
- Annual TID Operating Budget
- Budget Approval Process
- Attend City Meetings

❖ Financial Reporting

- Monthly Operating Budget Reports
- Quarterly Reports
- Audit Process
- Check Processing
- AR/AP
- Payroll Processing
- Annual Inventory
- Oversee sub-contractors financial report

❖ Manage General Liability and Worker's Compensation Insurance

- Obtain broker to ensure rates stay competitive

❖ Manage Employee Benefits

- Obtain broker to ensure rates stay competitive

❖ **Negotiate and Manage Sub-Contractors Agreements/Finances/Operations**

- Catering
- Audio/Visual
- Telecommunications
- Digital Advertising
- UPS
- Verizon
- AT&T

❖ **Staffing**

- Hire and Maintain full and part-time staff
- Negotiate/manage Collective Bargaining Agreement (CBA)
- Establish personal policies
- Manage personal development/performance
- Manage employee benefits
- Training

❖ **Daily Event Operations**

- Event Management
- Parking Management
- Equipment Rental
- Housekeeping
- Setup/teardown
- Event labor management
- Security
- Fire/Life/Safety management
- Customer Service

❖ **Facilities Management**

- HVAC
- Fire prevention and control systems
- Establish and maintain consistent procedures
- Security alarm systems
- Elevator/escalator service and maintenance
- Oversee/manage service agreements
- Member of the district which manages the campus
- Plumbing systems
- Mechanical systems
- Lighting
- FFE
- Outdoor Marquee
- Exterior of building
- Pest control
- PM (preventative maintenance) controls
- Landlord of the grand ballroom under City agreement with Hyatt Hotel.