



**Special Meeting Minutes  
Thursday, May 9, 2019, 10:00 a.m.**

**Present**

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Joe Eustice, General Manager, Hilton Santa Clara  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Callette Nielson, General Manager, Marriott Santa Clara  
Mark Salquist, General Manager, Avatar Hotel

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

Dan Fenton, Executive Vice President, JLL  
Bill Benaderet, Assistant General Manager, Santa Clara Convention Center  
Kelly Carr, General Manager, Santa Clara Convention Center

**Absent**

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Peter Hart, Embassy Suites  
Alan Mass, Hyatt House  
Jean-Phillippe Rollet, The Plaza Suites  
Virginia Scimeca, Townplace by Marriott  
Jon Siebring, Biltmore Hotel

1. The meeting was called to order at 10:04 a.m.
2. Convention Center Transition Activities
  - A. City Manager, Deanna Santana, shared that the City Council approved \$3M for capital improvements at the Convention Center.
  - B. Convention Center General Manager, Kelly Carr, provided an overview of Spectra's transition into the Center:
    - They are in the process of hiring for key positions such as the marketing manager, event coordinator, and sales manager. It has been challenging to fill entry level positions and hotels will send referrals as appropriate.
    - Several large events have taken place since March, such as Amazon and CA Association of Student Leaders. CASL has booked again for 2023. The Center also had public shows such as dive, gymnastics and dance competitions.

- Two RFPs are under review by Spectra Corporate. Spectra will be conducting a RFP process for IT and AV and it is anticipated that the RFPs will be issued by the end of the month with selection in early August.
  - Spectra has been reviewing the current Collective Bargaining Agreements and expect to begin discussions with Locals 39 and 287 next week.
  - The Convention Center is working with partners such as Hyatt, Hilton and the 49ers. GM meets with the City on a weekly basis.
  - Convention Center staff is working on a pace report to put in place the next Fiscal Year.
- C. Assistant City Manager, Ruth Shikada, shared the City will issuing the Convention Center Food & Beverage RFP this week.

### 3. Update on the Formation of the Convention-Visitor's Bureau (CVB)

- A. Assistant City Manager, Ruth Shikada, provided a presentation on the progress made on the formation of the CVB. Discussion included:
- TID's desire to move forward with Civitas with regards to the TID conversion sooner than later.
  - TID's identification of two hoteliers for the CVB Board. Eron Hodges (Hyatt Regency Santa Clara) due to the hotel's physical connection to the Convention Center and Jean-Phillippe Rollet (The Plaza Suites) to represent the smaller hotels. The TID requested that the "Other" seat be designated to Callette Nielson (Marriott Santa Clara) as they represent the hotel and would be the largest contributor to the TID.

### 4. Update on TID Audit

- A. Assistant City Manager, Ruth Shikada, shared the following:
- City has paid some of the bills the TID had however, there are two categories of invoices still outstanding. The first are the invoices for Destination Advantage and the second are the expenses of the Chamber which are tied to the audit.
  - The City needs to confirm that the TID authorized scope of work and fees with Destination Advantage. The City requested that TID provide any Advisory Board minutes or documentation that supports the arrangement between Destination Advantage and TID to continue marketing efforts.
  - Currently, Destination Advantage is working without a contract and a temporary maintenance agreement is under development. Eventually the website piece will transition to Spectra/Santa Clara Convention Center to handle.
  - TID to notify the City if there are any other outstanding budget issues.

### 5. Next Steps

- A. On May 21, City Council will receive an update on the development of the CVB and make appointments to the CVB Board of Directors.
- B. Future meeting to be scheduled to communicate ongoing updates and discuss TID conversion.

### 6. Meeting adjourned at 11:07 a.m.