

**Santa Clara Tourism Improvement District
Advisory Board Meeting - MINUTES**
Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, CA 95057

Wednesday, July 10, 2019, 9:00 a.m.

Call to Order/Introductions

Eron Hodges, Chair, called the meeting to order at 9:03 a.m.

- Present: 7** Joe Eustice, General Manager, Hilton Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Calette Nielson, General Manager, Marriott Santa Clara (call-in)
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Jon Siebring, General Manager, Biltmore Hotel
Mark Salquist, General Manager, Avatar Hotel (late arrival)
Peter Hart, General Manager, Embassy Suites
- Absent: 2** Alan Mass, General Manager, Hyatt House
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

In Attendance

Bill Benaderet, Assistant General Manager, Santa Clara Convention Center
Dan Fenton, Executive Vice President, JLL
Kelly Carr, General Manager, Santa Clara Convention Center
Mary Lynn Brubaker, Director of Sales, Hyatt House
Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara
Nancy Thome, Asst. to the City Manager, City of Santa Clara
Ruth Shikada, Assistant City Manager, City of Santa Clara

Public Comments

None.

Action Items

1. Review and take action on meeting minutes of the June 17, 2019 Special Meeting.

A motion was made by Jean-Phillippe Rollet, seconded by Joe Eustice, to approve the meeting minutes of the June 17, 2019 Special Meeting. Motion was passed (unanimously 7-0).

General Business

2. Kelly Carr, General Manager, provided a progress update on Spectra's operations and pending future projects at the convention center.
 - Aramark will cease food and beverage services July 26 and Spectra will take over food and beverage operations on an interim basis while the City conducts and completes the current RFP process. The interim term is July 27, 2019 to December 31, 2019. The interim agreement goes to City Council for approval on July 16.
 - Key Aramark management staff have been retained except for the general manager and chef. Spectra staff are in the process of notifying current clients of the changes and to ensure as seamless transition as possible.
 - Spectra submitted their operating and capital budgets to the City which was approved in June. Some of the capital improvements include upgrades to the HVAC system, repainting of public spaces and meeting rooms, new carpets, repairs to the pyramids/roof in the lobby area and updating the outdoor marquees. Spectra recently met with the City to review procurement processes for capital projects.
 - While Spectra was able to retain the Aramark sales team contractually through the end of the calendar year, Spectra is still looking to fill the sales manager vacancy. Bill and Kelly will continue to cover sales manager related duties until the position is filled.
 - Spectra is looking to update the convention center logo and brand.
 - Spectra is currently managing an RFP processes for audio-visual and information technology services for the convention center. Proposals for both RFPs are due July 19.
3. City update on the agreement with Civitas to guide the Santa Clara TID conversion process.
 - Nancy Thome reported the final agreement is complete and is with Civitas for signature. Work will begin immediately upon execution of the agreement with the target implementation date of January 1, 2020. Nancy Thome distributed a copy of the draft schedule and noted that it is subject to change due to unforeseen delays at this time.
 - Ruth Shikada reported the two new hotels, The Element and AC, are in the process of completing required paperwork. It is anticipated that AC will be opening shortly and The Element opening near the end of July.

- Dan reported that JLL is currently working on the financial analysis: the revenue potential if the TID assessment changes to a percentage model (2%) rather than the current \$1 per room/night model; review of TID's historical revenue and the impact of the recession on revenue; and a comparison of Santa Clara's assessment rate with the total assessment rates of surrounding cities and throughout the Bay Area.
4. City update on the new Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB).
- Nancy Thome reported that she, the City Manager, and Ruth met with two attorneys. One attorney was selected to be introduced to the new Board of Directors at their first meeting. The first meeting is been scheduled for August 5, 2019 at 4:00 p.m. at City Hall.
 - Ruth Shikada reported that the one vacant position on the Board has not yet been filled.
 - Dan Fenton reported they will be assisting the City in the professional search of the CVB CEO/Executive Director. JLL and the City have reviewed the position description and hope to begin the recruitment process shortly, which can take 60 to 90 days to complete.

General Updates

None.

Adjournment

The meeting adjourned at 9:38 a.m. The next regular scheduled meeting is on Friday, August 9, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.