

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

Friday, August 9, 2019, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:06 a.m.

Roll Call and Introductions

Present: 5 Joe Eustice, General Manager, Hilton Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Callette Nielsen, General Manager, Marriott Santa Clara (call-in)
Peter Hart, General Manager, Embassy Suites
Mike Lerman, General Manager, AC Hotel Santa Clara

Absent: 6 Alan Mass, General Manager, Hyatt House
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Virginia Scimeca, General Manager, TownePlace Suites by Marriott
Jon Siebring, General Manager, Biltmore Hotel
Jordan Austin, General Manager, Element Santa Clara

Public Comments

There were no public comments.

Action Items

1. Review and take action on the Minutes of the July 10, 2019 Santa Clara Tourism Improvement District (SCTID) Advisory Board Meeting.

A motion was made by Peter Hart, seconded by Mike Lerman, to approve the meeting minutes of the July 10, 2019 Meeting.

2. Action to approve subsidies for the Christian Congregations of Jehovah's Witness (CCJW) July 2020 events totaling \$82,053.
 - Eron Hodges clarified that the subsidy is for three separate events and has been a good event for the hotels that takes place during the low season.
 - Assistant City Manager Shikada reminded the group that a policy for these types of subsidies needs to be developed for the upcoming year.

A motion was made by Peter Hart, seconded by Joe Eustice to approve subsidies for the Christian Congregations of Jehovah's Witness (CCJW) July 2020 events.

General Business

3. Civitas (call-in) to discuss next steps in the TID conversion process including a review of the conversion timeline and initial draft Management District Plan (MDP).
 - The agreement with Civitas has been executed and Kelly Rankin will serve as the Civitas project manager for the conversion process. The next goal is to finalize the Management District Plan which is the document which would govern the new district. The first draft of the DMP will be distributed for review, and once approved, the petition process can begin. The MDP will include the estimated budget, proposed services, district term, assessment rate, governance, and boundary map. If the City chooses to move forward with the conversion process, the district can be established for an initial five years.
4. JLL update on TID financial analysis of revenue potential of the TID assessment changes to a percentage model (2%).
 - JLL completed the financial analysis and estimates \$3.6M (including the two new hotels) in TID revenue if the assessment was to change to 2%. The analysis of the effect of an economic cycle downturn (based on actual TOT/TID assessment history) on revenues found the impact of the economic down turn was not that significant.
5. Correction to Item 3b. attachment of the June 10, 2019 meeting: Payment of \$2,070 to California Association for the Education of Children.
 - Nancy Thome advised the group that the wrong agreement was included in the attachment distributed at the June 10th meeting. The correct copy was redistributed to the group. There was no impact to the payment and no further action was needed.
6. Update on the two new hotels.
 - Mike Lerman reported that the AC Hotel is a Marriott distinctive selective service brand hotel with 188 rooms. The target open date is August 23. There are two suites that overlook the Levi's Stadium, a pool and fitness center, several social spaces and a small board room. The Element is under the same management group, has approximately 200 rooms and more meeting spaces. The opening day was either that day or the following Monday. The grand opening party is expected to take place in about 45 days.
7. Update on the Destination Marketing Organization (DMO).
 - Eron Hodges reported the first CVB meeting took place earlier in the week. Board members discussed the CEO search and requested to view the job announcement. Attorney representative, Terry Conner, was also present at the meeting. Terry has an initial agreement with the City to focus on the development and establishment of the

CVB. Board members also discussed the identity of the organization and established the interim name Silicon Valley/Santa Clara DMO. The hotel representatives expressed their desire to retain the name "Visit Santa Clara"; however, this would require further discussion with Destination Advantage as they may own the rights to that name. The group agreed an outward facing name should be established soon.

General Updates

- Callette Nielsen reported that the renovations at the Marriott are scheduled to be complete by the end of October. They have been working with the Fire Marshal to work through some items. The south tower is almost done and work in the north tower will begin this week.
- Joe Eustice stated that he and Eron will be relying on this group for input as the new DMO moves forward.
- The TID hotels requested to receive a regular pace report from the Convention Center. A future meeting to discuss this report and booking strategies will schedule.
- Nancy Thome reported that the City Attorney's Office will provide a training on the Brown Act at the next TID Advisory Board meeting on September 10.

Adjournment

The meeting adjourned at 9:55 a.m. The next regular scheduled meeting is on Tuesday, September 10, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.