

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

Tuesday, September 10, 2019, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:04 a.m.

Roll Call and Introductions

Present: 8 Joe Eustice, General Manager, Hilton Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Peter Hart, General Manager, Embassy Suites
Jon Siebring, General Manager, Biltmore Hotel
Jean-Phillippe Rollet, General Manager, The Plaza Suites (10:20 a.m. departure)
Mike Lerman, General Manager, AC Hotel Santa Clara
Jordan Austin, General Manager, Element Santa Clara
Mark Salquist, General Manager, Avatar Hotel (9:18 a.m. arrival)

Absent: 3 Alan Mass, General Manager, Hyatt House
Virginia Scimeca, General Manager, TownePlace Suites by Marriott
Callette Nielsen, General Manager, Marriott Santa Clara

Public Comments

There were no public comments.

Presentation

1. Presentation by City of Santa Clara Assistant City Attorney Sujata Reuter on the Brown Act (30 minutes).
 - A copy of the presentation was distributed to TID Advisory Board Members.

Action Items

2. Action on the Minutes of the July 10, 2019 Santa Clara Tourism Improvement District (SCTID) Advisory Board Meeting.
 - This item was placed back on the agenda from the August 9, 2019 meeting as a quorum was not met to pass a motion and vote.

A motion was made by Joe Eustice, seconded by Peter Hart, to approve the meeting minutes of the July 10, 2019 Santa Clara Tourism Improvement District Advisory Board Meeting. Motion passed unanimously (8-0).

3. Action on the subsidy to the Convention Center in the amount of \$82,053 for the Christian Congregations of Jehovah's Witness (CCJW) July 2020 events.
 - This item was placed back on the agenda from the August 9, 2019 meeting as a quorum was not met to pass a motion and vote.

A motion was made by Jean-Phillipe Rollet, seconded by Mark Salquist, to approve the subsidy to the Convention Center in the amount of \$82,053 for the CCJW July 2020 events. Motion passed unanimously (8-0).

4. Discuss and take action on the purchase of an exhibit booth at the California Society of Association Executives (CalSAE) Seasonal Spectacular in Sacramento December 16-17, 2019 in the amount of \$1,465.
 - In previous years, the CVB purchased two booths at the annual CalSAE conference as a destination marketing strategy effort. Last year, representatives from different TID hotels attended in a collaborative effort to market Santa Clara as a destination. This year, it is proposed that the cost for the booths be shared and supported by TID funds and the Convention Center. The non-member rate is \$1,845 x 2 booths = \$3,690. The Hyatt is a member of CalSAE and can purchase two booths at the reduced member rate of \$1,465 x 2 booths = \$2,920.

A motion was made by Mark Salquist, seconded by Peter Hart, to approve the purchase of an exhibit booth at the annual CalSAE conference in the amount of \$1,465. Motion passed unanimously (8-0).

General Business

5. Update on September 4, 2019 meeting between the Convention Center and TID Hotel regarding 2020 pace report.
 - The meeting schedule on September 4, 2019 was not well attended. The Hyatt was the only hotel in attendance. A draft copy of the proposed booking strategy, FY 18/19 and FY 19/20 PACE reports, and compression calendar was distributed.
6. City updates:
 - a. Current status of the Food & Beverage RFP process and transition
 - b. Progress on the establishment of the Silicon Valley/Santa Clara DMO
 - c. Progress on the recruitment efforts for the DMO President/CEO
 - d. Progress on the TID conversion process

- The RFP process is complete, and the City is in contract negotiations with Levy. It is anticipated the transition will begin November 1 rather than October 1, with Levy fully assuming food and beverage operations January 1, 2020.
- Last week the City, Terry Conner (Thoit's Law) and Civitas discussed the need to align development of the DMO with the TID conversion efforts. It is anticipated that the initial timeline provided by Civitas to have a new district formed by January 1, 2020 will most likely change to allow for adequate time for the TID hotels' interest to be communicated and considered by City Council.
- City staff will be providing a verbal report on the progress of the DMO and the TID to the Economic Development, Communications and Marketing Committee Meeting September 18, 2019, 3:00 p.m., City Council Chambers. TID Advisory Board members were invited to attend.
- A handout outlining the differences between TIDs under the 1989 and 1994 Laws was distributed.

General Updates

Adjournment

The meeting adjourned at 10:28 a.m. The next regular scheduled meeting is on Thursday, October 10, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.