

**Santa Clara Tourism Improvement District  
Advisory Board Special Meeting – AGENDA**

Hilton Santa Clara  
4949 Great America Parkway  
Santa Clara, CA 95054

Friday, October 18, 2019, 9:00 a.m.

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**Call to Order**

**Roll Call**

Eron Hodges, Chair, called the meeting to order at 9:14 a.m.

**Present: 7**

Jordan Austin, General Manager, Element Santa Clara  
Joe Eustice, General Manager, Hilton Santa Clara  
Peter Hart, General Manager, Embassy Suites (by phone)  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Jean-Phillippe Rollet, General Manager, The Plaza Suites (late arrival)  
Jon Siebring, General Manager, Biltmore Hotel  
Mike Lerman, General Manager, AC Hotel Santa Clara

**Absent: 4**

Callette Nielson, General Manager, Marriott Santa Clara  
Alan Mass, General Manager, Hyatt House  
Mark Salquist, General Manager, Avatar Hotel  
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

In Attendance

Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara  
Ruth Shikada, Assistant City Manager, City of Santa Clara

**Public Comments**

There were no public comments.

**Consent Calendar**

*Matters listed in the Consent Calendar section will be considered routine by the Advisory Board and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered separately.*

**General Business – Items for Discussion**

1. Discuss history and current state of the Visit Santa Clara website and relationship with the internet marketing and sales company, Destination Advantage.

There was a general discussion on the history and current state of the Visit Santa Clara website and relationship with the internet marketing and sales company, Destination Advantage.

**A motion was made by Joe Eustice, seconded by Jon Siebring, that a subcommittee comprised of Eron Hodges and Joe Eustice reach out to Destination Advantage to: 1) negotiate terms to keep the Visit Santa Clara website; 2) to keep the website active; and 3) develop a process/procedure to distribute leads from the website. Motion passed (unanimously 7-0).**

It was also discussed that the TID Advisory Board members would contact the Chamber of Commerce to discuss release of all rights the Chamber may have to Visit Santa Clara name, and associated material and content.

### **General Updates**

### **Adjournment**

The next regular scheduled meeting is on Monday, November 11, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.