

**Santa Clara Tourism Improvement District  
Advisory Board Regular Meeting – MINUTES**

Hyatt Regency  
5101 Great America Parkway  
Santa Clara, CA 95054

January 9, 2020, 9:00 a.m.

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**Call to Order**

Eron Hodges, Chair, called the meeting to order at 9:12 a.m.

**Roll Call**

- Present: 8** Jordan Austin, General Manager, Element Santa Clara  
Joe Eustice, General Manager, Hilton Santa Clara  
Peter Hart, General Manager, Embassy Suites  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Mike Lerman, General Manager, AC Hotel Santa Clara (call-in)  
Jean-Phillippe Rollet, General Manager, The Plaza Suites  
Mark Salquist, General Manager, Avatar Hotel  
Jon Siebring, General Manager, Biltmore Hotel
- Absent: 3** Alan Mass, General Manager, Hyatt House  
Callette Nielsen, General Manager, Marriott Santa Clara  
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

**In Attendance**

Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara  
Kelly Carr, General Manager, Santa Clara Convention Center  
Dan Fenton, Executive Vice President, JLL (call-in)  
Michelle Knipe, Director of Sales, Hilton Santa Clara  
Joyce Leveston, Sr. Vice President, Spectra  
Nancy Thome, Assistant to the 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.*

1. Action on the Minutes of the December 10, 2019 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

2. Receive and file Convention Center Calendar of Events for the Period 1/4/2020-11/12/2021.

**A motion was made by Jean-Phillippe Rollet, seconded by Jon Siebring to approve the Consent Calendar. Motion passed unanimously (8-0).**

### **Consent Items Pulled for Discussion**

None.

### **General Business – Items for Discussion**

3. Update on Website Management Agreement with Destination Advantage.

Eron Hodges reported that all the language in the draft agreement has been modified and is currently under review by the City and will also be reviewed by the Destination Marketing Organization (DMO) Board. Destination Advantage included language in the agreement to relinquish their rights of Visit Santa Clara and the website to the DMO. Appreciation was given to Joe Eustice, Dan Fenton and Kelly Carr for participating in the review of the contract.

4. Update from the TID Subcommittee on the progress of the TID funding subsidy guidelines.

Joe Eustice provided an update on behalf of the Subcommittee – Joe Eustice, Callette Nielsen and Mike Lerman. The Subcommittee was not able to meet due to the holidays and will have an update at the February meeting.

5. Review and discussion of TID reimbursement to hotels for initial work completed by Civitas to establish the TID Corporation Visit Santa Clara.

Eron Hodges reported that when the TID corporation, Visit Santa Clara, was established, the TID had enlisted the help of Civitas Advisors. Each hotel paid \$500 with the understanding that they would be reimbursed with TID funds. Nancy Thome indicated that this specific expenditure was not included in the TID's FY 19/20 Budget that was approved by Council. This action would require the TID to bring forth a budget amendment. An alternative would be for the TID to include it in the FY 20/21 Budget when presented to Council in April for future reimbursement. Nancy requested that the hotels start compiling relevant back-up documentation such as invoices and receipt of payments to Civitas.

6. Status of TID reimbursement requests to the Chamber of Commerce.

Nancy Thome reported that any reimbursement requests to the Chamber would have been included in the final close out audit report by TAP International. The report was presented to City Council in November and is available on the City website. The final reconciliation of funds still to be determined between the City and the Chamber.

7. Nominations and election of new TID Treasurer.

Eron Hodges opened meeting for Treasurer nominations. Mike Lerman declined his nomination by Jean-Phillippe Rollet as he will be involved in the opening of another hotel. With no other nominations, Eron Hodges requested a volunteer. There were no volunteers. Jean-Phillippe Rollet agreed to stay on as the treasurer until a replacement was identified. It was noted that the role of the TID Treasurer will change once the TID is established under the 1994 Law and the current TID is due to expire June 30, 2020.

### **General Updates**

- The follow-up discussion on the TID Assessment is tentatively scheduled for the January 28 Council Meeting. Joe Eustice reported that he and Eron Hodges will be meeting with individual Council members in the next few weeks to discuss the importance of a dedicated funding stream for the TID/DMO. They are looking to meet individually with Mayor Gilmore, and Councilmembers O'Neill, Davis and Watanabe.

The general feeling is that the TID Hotels have been looking to change the assessment for two years now and feel that a 2% assessment would put the DMO in the position to be competitive. Additionally, the TID Hotels feel that Santa Clara has never been able to properly market themselves and the budget as presented (estimated \$3.7M) is needed to be able to do so. The TID Hotels agreed to advocate for the full 2% assessment.

- Jon Siebring reported that renovations at the Biltmore will start next month and will take about one year for the full renovations to be completed.
- Mark Salquist inquired as to whether the TID has ever had an acknowledgement day. He stated that there are opportunities to partner with the San Jose Giants and possibly have the TID cover \$1 per ticket. It was suggested that a partnership may serve a better value if a hotel were to partner with the Giants on their own.

### **Adjournment**

The meeting adjourned at 10:01 a.m. The next regular scheduled meeting is on Thursday, February 13, 2020, 9:00 a.m. at the Hyatt Regency Santa Clara.