

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

October 8, 2020, 8:00 a.m.

Call to Order

Chair Hodges called the meeting to order at 8:05 a.m.

Roll Call

Present: 5 Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Jon Siebring, General Manager, Biltmore Hotel

Absent: 6 Jordan Austin, General Manager, Element Santa Clara
Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Alan Mass, General Manager, Hyatt House
Callette Nielsen, General Manager, Marriott Santa Clara
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was not met.

In Attendance

Ruth Mizobe Shikada, Assistant City Manager, City of Santa Clara
Nancy Thome, Assistant to the City Manager, City of Santa Clara
Dan Fenton, Executive Vice President, JLL

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 September 10, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting.

There was no action on the Consent Calendar.

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

2. Action on the Santa Clara Convention Center Booking Strategy.

Upon review of the TID's minutes and previous actions, it was recognized that the Santa Clara Convention Center Booking Strategy was reviewed, discussed and agreed to by the TID; however, not formally approved.

There was no action on this item.

3. Update on the Development the Tourism Improvement District's Subsidy Guidelines.

Dan Fenton reported that he and Joe Eustice continue to work on the guidelines. He anticipates having the narrative and applicable forms ready for the next meeting.

4. Update on the Development of Cleaning and Safety Best Practices Guidelines for Tourism Improvement District Hotels.

Chair Hodges reported that he had provided Callette with a list of best practices from the Global Biorisk Advisory Council (GBAC) and that Mark Salquist of Avatar is moving forward on the certification now. Jon Siebring, Jean-Phillippe and Peter Hart indicated they are following the cleaning standards as identified and directed by their hotel ownership.

5. Discuss Potential Transient Occupancy Tax (TOT) Ballot Measure Support by Individual Hotels.

The TID revisited this measure which will be on the November 3rd ballot. The language includes "up to 4%" and then Council would determine actual starting percentage. The TID Advisory Board confirmed that they will support up to 2%. It was also confirmed that individual hotels can publicly express support for the ballot measure.

6. Update on Silicon Valley/Santa Clara DMO, Inc.'s CEO recruitment. (JLL)

Dan Fenton reported the DMO Board had a successful interview with a final CEO candidate. The formal announcement is forthcoming. Chair Hodges indicated that the DMO Board formally approved the employment agreement at the October 7 Board Meeting. They are currently in the process of determining the start date.

7. Discussion and Action on Tourism Improvement District Advisory Board Meeting Schedule for 2021 Calendar Year.

Nancy Thome will send out a survey to get input from the TID Advisory Board for the 2021 meeting schedule.

8. Santa Clara Convention Center Updates.

Nancy Thome provided an update on behalf of Kelly Carr, General Manager, Convention Center.

- There is progress on the capital projects. The glass pyramid project is underway and expected to be completed before Thanksgiving. Proposals for the carpet/paint are due October 12 and design services for the kitchen upgrades have been included. Information to potential bidders was that work must be completed no later than February 2021.

- Proposals for digital design services are due October 16 and will focus on signage inside the Center. Information to potential bidders was that this work must be completed no later than February 2021.
- Tomorrow October 9, the RFP to upgrade the security camera system will be released.
- Line-X GLC selected Santa Clara over Anaheim and Phoenix for an event over President's Day weekend in February 2022. The booking includes 1,820 total room nights, 500 on peak; it is a full facility event with rental estimated at over \$100,000, estimated food services of \$400,000-\$500,000, plus AV and IT; and an evening at Great America for 1,200 individuals with rides and meals which will generate an estimated \$150,000-\$200,000 for the theme park. The event will total over \$750,000 for the destination on a holiday weekend; thanks to Eron at the Hyatt and Manny at Great America for their assistance. Based on the room nights and revenue estimates, this event qualifies as a P1 – Weekend event (original goal, not reduce CoVID).

General Updates

Jon Siebring reported the Biltmore has full renovations underway and are looking at a fourth quarter opening. The Biltmore will be changing to a Delta by Marriott hotel. They will be the second Delta in California and Delta is the second largest growing brand right now.

Adjournment

The meeting adjourned at 8:38 a.m. The next regular scheduled meeting is on November 12, 2020 at 9:00 a.m.