

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

January 8, 2021, 9:00 a.m.

Call to Order

Chair Hodges called the meeting to order at 9:02 a.m.

Roll Call

Present: 7 Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Callette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel (joined at 8:06 a.m.)
Jon Siebring, General Manager, Biltmore Hotel

Absent: 4 Justin Hart, General Manager, AC Hotel Santa Clara
Alan Mass, General Manager, Hyatt House
Ryan Turner, General Manager, Element Santa Clara
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was 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
Matt Stewart, CEO, Silicon Valley/Santa Clara DMO, Inc.

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.

Consent Items Pulled for Discussion

General Business – Items for Discussion

1. Update on Silicon Valley/Santa Clara DMO, Inc. Contracted Sales Manager Activity.

Chair Hodges introduced this item by providing an overview of the approved Phase One staffing model of the DMO which included the CEO, Sales Manager, Marketing Manager and

Director of Sales. Matt has contracted a Sales Manager and there is a need to shift priorities.

Matt Stewart reported that the Sales Contractor started with the DMO on December 10 to start talking to customers, focusing on P1 and P2 customers, and learning more about event planner perceptions of Santa Clara. The Sales Contractor lost two weeks over the holidays but spent the first week immersing himself in the market. Matt worked with the contractor while at Marriott and the contractor has contacts in California, Washington, and Oregon. To date, the contractor has identified 58 clients and contacted 15 of them. This week, the contractor will be focusing on clients in the local and immediately surrounding areas. Matt indicated that he will provide the TID a report of the contractor's feedback and findings. There are no recommendations this month but are forthcoming, and Matt will work with the TID and the DMO Board on how to implement.

Matt reported some of the insights received from five of the companies. Feedback included: the need for hybrid meetings, excitement of having Levi's Stadium, Great America and the upcoming Related Santa Clara project close by. Dan Fenton added that he has sat in on meetings with Michael, the contractor, and clients indicated that if Michael hadn't called on them about Santa Clara, they would have not called Santa Clara. This supports the fact that it takes a pro-active resource to see movement for the future.

Eron Hodges and Matt met with Councilmember Jains and will be meeting one-on-one with each Councilmember. Meetings serve the purpose for introductions and to inquire on how the hospitality industry can support them in their roles and vice versa; an opportunity for collaboration.

Matt provided an update on the marketing efforts. The current agreement is with Destination Advantage to maintain the current website. Matt is looking to enhance marketing objectives and is currently finalizing an RPF which will probably go out on Monday morning.

Matt reported that he has met with the Chamber to continue discussions on the name "Visit Santa Clara". At this point, the DMO will most likely move on to Discover Santa Clara. "Visit Santa Clara" won't be going away but the website link can be re-directed to the DMO's new platform; Matt is working on this agreement with the Chamber.

2. Discussion on a Contracted Administrative Assistant for Silicon Valley/Santa Clara DMO, Inc.

Matt reported that he is looking to bring on the administrative support he needs and will refer to the contract position as a Data Entry Consultant. Matt has prepared an agreement for contract labor that will help to develop SOP's, billing, invoices, RFP processes, etc. as it is a short-term strategy. A question was raised about contract labor laws (AB5). Matt indicated he changed the name of the title and would not be able to direct the work of the contractor. It was also suggested by several TID members that there are many hotel staff out of work and potential candidates could be identified for the position.

A motion was made by Joe Eustice, seconded by Jean-Phillippe Rollet, to support the direction of the Data Entry Consultant position with identification of potential candidates that are familiar with the industry. Motion passed unanimously (7-0).

General Updates

- Jon Siebring reported that the Biltmore is still under construction and they will be

converting on June 1.

- Eron Hodges and Matt Stewart will share updates as they meet with individual councilmembers.

Adjournment

The meeting adjourned at 9:51 a.m. The next regular scheduled meeting is on January 21, 2020 at 8:00 a.m.