

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

January 21, 2021, 8:00 a.m.

Call to Order

Chair Hodges called the meeting to order at 8:01 a.m.

Roll Call

Present: 6 Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Mark Salquist, General Manager, Avatar Hotel
Jon Siebring, General Manager, Biltmore Hotel

Absent: 5 Alan Mass, General Manager, Hyatt House
Callette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Ryan Turner, General Manager, Element Santa Clara
Bridgette Burns, 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
Kelly Carr, General Manager, Spectra Venue Management
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.

1. Action on the Minutes of:

Santa Clara Tourism Improvement District Advisory Board – December 10, 2020
Santa Clara Tourism Improvement District Advisory Board – January 8, 2021

A motion was made by Joe Eustice, seconded by Jon Siebring, to approve the Consent Calendar. Motion passed unanimously (6-0).

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

2. Review of the Financial Status Report for the 2nd Quarter ending December 31, 2020.

Nancy Thome provided an overview of the financial status report for the 2nd Quarter. Currently, expenses are low with approximately 13% of the budget expended.

Matt Stewart reported he is currently working with Fugate Business Solutions to establish a new P&L report; a copy of the initial draft was included in the agenda packet.

A motion was made by Joe Eustice, seconded by Jon Siebring, to note and file the Financial Status Report for the 2nd Quarter ending December 31, 2020. Motion passed unanimously (6-0).

3. Discussion and Action on the Extension of the Interim Booking Strategy Guidelines to be Re-Evaluated on or Before June 30, 2021.

This item was previously approved by the TID and DMO in June 2020 to be re-visited in six months' time.

A motion was made by Mark Salquist, seconded by Justin Hart, to approve the extension of the Interim Booking Strategy Guidelines to be re-evaluated on or before June 30, 2021. Motion passed unanimously (6-0).

4. Discussion of Booking Strategy and KPI Workshop for Santa Clara Tourism Improvement District Hotels.

Dan Fenton reminded the hotels that there had been previous discussion on hosting a workshop with the hotel Directors' of Sales and Managers and would like to provide in the next few weeks. Feedback from members indicated support and agreement of the effort. Nancy Thome will send out a doodle poll to determine the best date and time.

5. Discussion on Partnership Development with the DMO and the Convention Center.

Ariel Alvero, Sales Manager, Spectra Venue Management, Christopher Hamilton, General Manager, Levy Restaurants, and Elaine Rapajon, Director of Sales, Levy Restaurants joined the meeting for this part of the discussion.

Dan Fenton stressed the importance of prospecting and getting everyone involved in the process. There are bi-weekly sales meetings with Levy, Spectra and DMO where they discuss prospecting efforts and the need to demonstrate a collaborative approach whenever possible. Levy is looking at ways to enhance client experience (i.e. corporate banquets) that could lead to opportunities to capture future large client shows. The DMO has also been receiving feedback that large companies are looking for flexibility, room counts and new innovative package ideas to entice attendees.

6. Review of Updated Proposed Management District Plan.

Nancy Thome reported that the TID Conversion is scheduled to be heard at the January 26th Council Meeting. A change in the fee assessment is being proposed from \$1.00 per occupied room night to 1.5% in year one and 2% in year two of gross revenue (short-term rentals 30 days or less). In the attached Management District Plan copy, the revenue has been updated to reflect more conservative revenue estimates for future years and now included language that any TID assessment fund balance under the current district will be carried over to the newly established district.

A motion was made by Joe Eustice, seconded by Peter Hart, to approve the Management District Plan. Motion passed unanimously (6-0).

7. Update on the name "Visit Santa Clara".

Matt Stewart reported that he has had several conversations with the Chamber. The Chamber is open to partnering with the DMO and allowing the use of "Visit Santa Clara" and the redirecting of the current website to the DMO's new one. The Chamber has proposed five years of redirect access at no cost. Matt is working with the DMO attorney to draft documents to propose to the Chamber.

8. Update on the Tourism Improvement District Subsidy Guidelines.

Dan Fenton reminded the group that the guidelines were not designed to offset rental costs at the Center but to help support other activities such as transportation, etc. The final document should be ready for the TID to approve at the next meeting.

9. Update on the Implementation of Clean and Safe Certification through the American Hotel & Lodging Association (AHLA).

Hyatt, Avatar, Embassy Suites, the Biltmore, and Marriott have completed the certifications. AC Santa Clara is waiting for its certification and Hilton will follow up with its owner group.

10. Silicon Valley/Santa Clara DMO, Inc. Updates.

- a. CEO Monthly Report/Update on Sales Contractor Activities
- b. 90-Day Plan
- c. Approach on Temporary Part-time Administrative Support Position
- d. Review of Procurement Process for Marketing Services
- e. City Council 1:1 calls update

Matt Stewart provided a verbal report of DMO activities.

11. Santa Clara Convention Center Updates and Review of Convention Center Calendar of Events.

Kelly Carr reported that there are three groups interested in utilizing the Convention Center as a vaccination site with one further along in the process than the other two. Additionally, a visioning session has taken place with the design team at HOK and the schematic design will be represented the following week.

General Updates

- Virginia Scimeca retired and Bridgette Burns is the new General Manager at TownPlace Suites.
- The DMO Board added a new member, Catherine Lentz of the Forty Niners Stadium Management Company.

Adjournment

The meeting adjourned at 9:00 a.m. The next regular scheduled meeting is on February 18, 2021 at 8:00 a.m.