

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

February 18, 2021, 8:00 a.m.

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**Call to Order**

Chair Hodges called the meeting to order at 8:04 a.m.

**Roll Call**

**Present: 8** 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  
Callette Nielsen, General Manager, Marriott Santa Clara  
Jean-Phillippe Rollet, General Manager, The Plaza Suites  
Mark Salquist, General Manager, Avatar Hotel  
Ryan Turner, General Manager, Element Santa Clara

**Absent: 3** Alan Mass, General Manager, Hyatt House  
Jon Siebring, General Manager, Biltmore Hotel  
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  
Bethanie DeRose, Senior Vice President, JLL  
Kelly Carr, General Manager, Spectra Venue Management  
Matt Stewart, CEO, Silicon Valley/Santa Clara DMO, Inc.

**Public Comments**

Public comment for items not on the Agenda.

**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 Santa Clara Tourism Improvement District Advisory Board
  - Regular Meeting – January 21, 2021

**A motion was made by Peter Hart, seconded by Joe Eustice, to approve the Consent Calendar. Motion passed unanimously (8-0).**

It was announced that it was Callette Nielsen's last TID meeting. Vince Buonocore will serve as the interim General Manager at the Santa Clara Marriott and will attend TID meetings until the recruitment is completed.

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

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

#### **2. Presentation - Update on Santa Clara Convention Center Refresh Project.**

Kelly Carr led the presentation with the HOK design team. The team presented on the visioning process, proposed color palettes, and initial schematic designs. Please see Post-Meeting Material.

TID Feedback:

- Preference of digital projection (although know it is more expensive)
- Seating around the pillars would soften the casualness
- Share pastries – local hotels would order from Levy
- Like the approach of looking at who future target/clients are
- Consider that content creation is very expensive – assess who would use it
- Use of walls for revenue generation is a good idea
- Proceed with caution – with the activation of public space; it's a good concept, will it profitable?
- Consider the lead time needed for carpet
- Will the UPS site be updated also or relocated?
- Consider durability of the carpeting considering the primary clients

Ryan Turner left the meeting at 8:20 a.m.

#### **3. Updates from Silicon Valley/Santa Clara DMO, Inc.**

Matt Stewart provided an update on DMO activities:

- The sales contractor's agreement was extended two months
- The Request for Proposal (RFP) for Marketing Services was released last week
- Matt hired a temporary administrative assistant who started on Feb. 17
- Working on establishing a customer advisory forum
- Working on World Cup for 2026 and US Fencing for 2022
- DMO has submitted a trademark application for "Discover Santa Clara" which can take up to six months to finalize.
- DMO submitted application for a \$10,000 employee retention credit
- Received feedback from clients that the hybrid model is not working, and executive want to meet in person which is required per association bylaws.

Callette Nielsen, Jean-Phillippe Rollet and Justin Hart left the meeting at 9:00 a.m.

#### **4. Review of TID Conversion Timeline (Petitions).**

Nancy Thome reviewed the timeline for the TID Conversion Process (dates are tentative):

- April 6, 2021 – Resolution of Intention to form district is on the Council Consent

#### Agenda

- April 20, 2021 – Public Meeting to allow for public comments.
- May 25, 2021 – Public Hearing/Resolution of Formation to establish district.

To date, the City has received four petitions from hotels who will collectively pay 61%; only 50% is required to proceed.

#### 5. Discussion on FY 2021/22 Operating Budget Planning.

Nancy Thome indicated that as with last year's TID renewal process, the DMO and TID will need to work on a final report and a proposed budget for the next fiscal year. This report would be presented to Council at the May public hearing. It was suggested for the DMO to prepare and obtain approval from the TID and DMO Boards at the April 15<sup>th</sup> scheduled meetings so that there is sufficient time to go through the City's review process.

#### 6. Update on "Visit Santa Clara".

Matt Stewart reported the DMO attorney has drafted an agreement for the use and redirect of the "Visit Santa Clara" website. The agreement is currently being reviewed by the Chamber.

#### 7. Action on the Tourism Improvement District Subsidy Guidelines.

There was no action on this item as a quorum was not met. This item will be placed on the next agenda.

#### 8. Santa Clara Convention Center Updates and Review of Convention Center Calendar of Events.

Kelly Carr reported the Center will be opening February 19 as a vaccination site for Sutter Health. It is anticipated 600-700 patients would be served daily for the next few weeks, and Sutter plans to ramp up to 6,000 to 8,000. It was also reported that Center staff is working on moving out the summer events into the next year.

#### **General Updates**

Eron Hodges indicated that he would like to get an update from the hotels on the cleanliness certifications at the next meeting.

#### **Adjournment**

The meeting adjourned at 9:25 a.m. The next regular scheduled meeting is on March 18, 2021 at 8:00 a.m.