

Santa Clara Tourism Improvement District Advisory Board
Special Meeting Agenda - AMENDED
Hilton Santa Clara, Carmel Board Room
4949 Great America Parkway
Santa Clara, CA 95054

Monday, June 10, 2019, 9:00 a.m.

Call to Order/Introductions

Public Comments

Public comment for items not on the Agenda.

Action Items

1. Review and take action on meeting minutes of the May 9, 2019 Special Meeting.
2. Discussion and action on \$74,747 in outstanding invoices to Destination Advantage for internet destination sales & marketing and market management services from July 2018 through March 2019.
3. Discussion and action on the payment of TID Room Night Subsidies:
 - a. Payment of \$11,286 to XRX Inc./Stitches; and
 - b. Payment of \$2,070 to California Association for the Education of Children
4. Discussion and action on the replacement of the current Board of Directors of the Visit Santa Clara entity with a new Board of Directors as identified and approved by the Santa Clara City Council.

General Business

5. City update on the addition of two new hotels to the TID; The Element Hotel and AC Marriot.
6. Continued discussion on exploring the option to change the TID assessment formula.

Adjournment

A Special Meeting is scheduled for June 17, 2019, 10:00 AM

Brown Act:

Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 24 hours prior to a special meeting. Action may not be taken

on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Peter Hart, GM at peter.hart@hilton.com prior to the meeting.

Notice to Public:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.