

**Santa Clara Tourism Improvement District
Advisory Board Meeting - AGENDA**

Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, CA 95057

Friday, August 9, 2019, 9:00 a.m.

Call to Order

Roll Call and Introductions

Public Comments

Public comment for items not on the Agenda.

Action Items

1. Review and take action on the Minutes of the July 10, 2019 Santa Clara Tourism Improvement District (SCTID) Advisory Board Meeting.
2. Action to approve subsidies for the Christian Congregation July 2020 events totaling \$82,053.

General Business

3. Civitas (call-in) to discuss next steps in the TID conversion process including a review of the conversion timeline and initial draft Management District Plan (MDP).
4. JLL update on TID financial analysis of revenue potential of the TID assessment changes to a percentage model (2%).
5. Correction to Item 3b. attachment of the June 10, 2019 meeting: Payment of \$2,070 to California Association for the Education of Children.
6. Update on the two new hotels.
7. Update on the Destination Marketing Organization (DMO).

General Updates

Adjournment

The next regular scheduled meeting is on Tuesday, September 10, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.

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 72 hours prior to a regular 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.