Santa Clara Tourism Improvement District
Advisory Board Regular Meeting – AGENDA
Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

January 9, 2020, 9:00 a.m.

Call to Order

Roll Call

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 December 10, 2019 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

2. Receive and file Convention Center Calendar of Events for the Period 1/4/2020-11/12/2021.

Consent Items Pulled for Discussion

General Business – Items for Discussion

3. Update on Website Management Agreement with Destination Advantage.

4. Update from the TID Subcommittee on the progress of the TID funding subsidy guidelines.

5. Review and discussion of TID reimbursement to hotels for initial work completed by Civitas to establish the TID Corporation Visit Santa Clara.

6. Status of TID reimbursement requests to the Chamber of Commerce.

7. Nominations and election of new TID Treasurer.
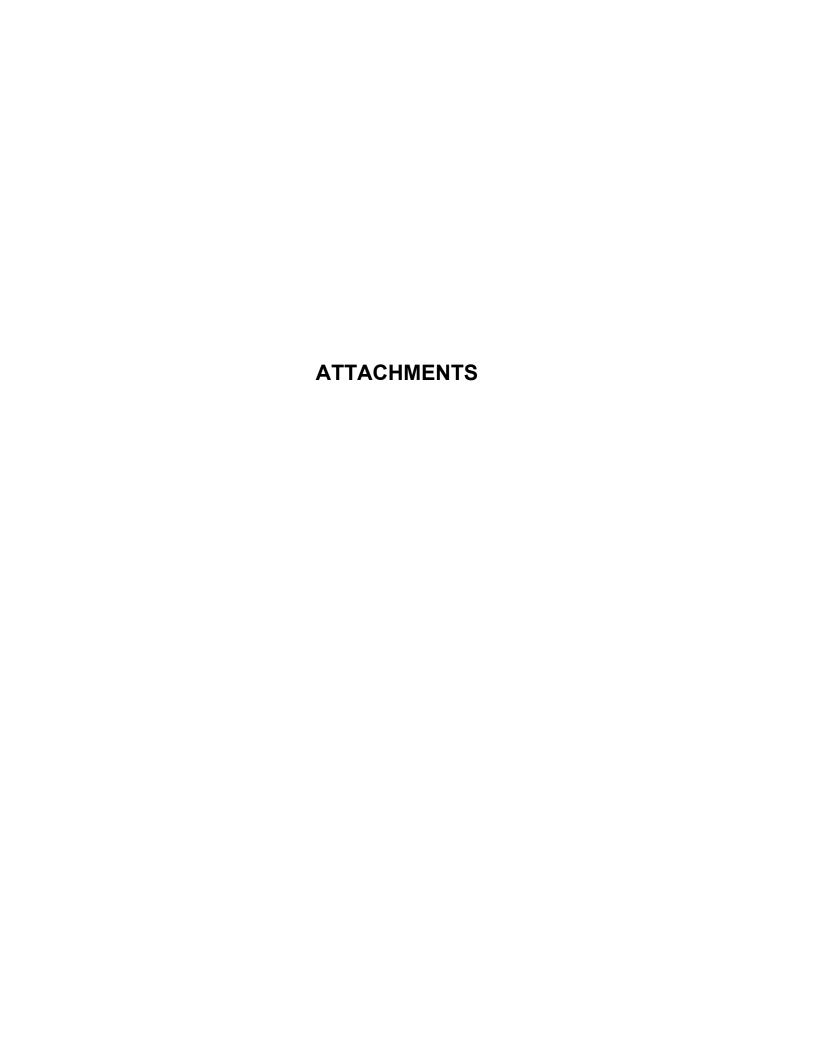
General Updates

Adjournment

The next regular scheduled meeting is on Thursday, February 13, 2020, 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.

ATTACHMENTS

Santa Clara Tourism Improvement District
Advisory Board Special Meeting – MINUTES
Hyatt Regency
5101 Great America Parkway
Santa Clara, CA 95054

December 10, 2019, 9:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 9:12 a.m.

Roll Call

Present: 6   Jordan Austin, General Manager, Element Santa Clara
Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Mike Lerman, General Manager, AC Hotel Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites

Absent: 5   Alan Mass, General Manager, Hyatt House (call-in)
Callette Nielsen, General Manager, Marriott Santa Clara
Mark Salquist, General Manager, Avatar Hotel
Virginia Scimeca, General Manager, TownePlace Suites by Marriott
Jon Siebring, General Manager, Biltmore Hotel

A quorum was met.

In Attendance
Dan Fenton, Executive Vice President, JLL
Kelly Carr, General Manager, Santa Clara Convention Center
Nancy Thome, Assistant to the City Manager, City of Santa Clara
Mark Evans, Director of Sales, Marriott Santa Clara
Michelle Knipe, Director of Sales, Hilton Santa Clara
Melissa Belluomini, Director of Sales, Hyatt Regency Santa Clara

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 November 18, 2019 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

A motion was made by Jean-Phillippe Rollet, seconded by Peter Hart to approve the Consent Calendar. Motion passed unanimously (6-0).

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Update on Website Management Agreement with Destination Advantage.

   The City and JLL proposed edits to the agreement that was submitted by Destination Advantage. The agreement with the proposed changes is currently with Destination Advantage for review.

3. Review of Convention Center Calendar of Events for the Period 11/29/2019 – 11/18/2021.

   The calendar with the full listing of clients will be sent to meeting attendees. The Convention Center received an inquiry from a hotel outside of the TID requesting a copy of the calendar of events. It was suggested that this hotel wanted to be aware of potential room night impacts. The group agreed that it would be okay for the Convention Center to provide them a copy of the types, dates and estimated numbers; client names would be redacted.

4. Review and discussion on the Proposed Santa Clara Convention Center Booking Strategy.

   Dan Fenton provided an update on the Santa Clara Convention Center Booking Strategy. The survey indicated hotels could commit to 1,100 room nights for P1 events. The presented strategy (graphic chart) is intended to serve as a guideline for sales staff with the understanding that there would be some flexibility allowed depending on other considerations such as time of year, combined building spend, etc. Future goals for the DMO would include pursuing P1 and P2 new business and not allowing the "grandfathering" of business.

5. Review and discussion on potential Santa Clara Tourism Improvement District (TID) Assessment Formulas.

   The group reviewed the various percentage options presented in the handout and strongly support a 2% assessment. Joe Eustice provided a draft document to the group of the key discussion points so that all members would be consistent in their messaging. TID Advisory Board Members will be working to meet individually with Council members in efforts to gain support for 2% prior to the next meeting in late January.

General Updates

The TID Advisory Board was reminded of posting requirements for meetings. Regular meetings must be posted 72 in advance and special meetings require 24 hours advance. Any agenda items should be forward to the Chair well in advance of the posting date.

Eron Hodges announced that Jean-Phillippe Rollet will be stepping down as Treasurer effective December 31. The Board will look to identify a new Treasurer at the next TID Meeting. Appreciation was provided to Jean-Phillippe Rollet for his contributions as the Treasurer.

Adjournment
The meeting adjourned at 10:17 a.m. The next regular scheduled meeting is on Thursday, January 9, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.

January 2020 TID Monthly Convention Calendar
CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
1/ 4/2020		Public Show	500	0
1/ 5/2020		Public Show	1500	0
1/ 4/2020		Meeting	600	0
1/ 3/2020		Sporting Events	200	0
1/ 2/2020		Special Events	100	0
1/ 8/2020		Meeting	800	0
1/ 8/2020		Special Events	400	0
1/11/2020		Meeting	1000	0
1/11/2020		Sporting Events	3000	0
1/11/2020		Meeting	500	0
1/11/2020		Meeting	200	280
1/11/2020		Convention	1600	500
1/12/2020		Meeting	2000	0
1/11/2020		Sporting Events	320	0
1/17/2020		Meeting	100	0
1/18/2020		Meeting	40	0
1/17/2020		Meeting	200	395
1/19/2020		Public Show	1000	0
1/18/2020		Sporting Events	1200	150
1/21/2020		Meeting	500	0
1/23/2020		Meeting	60	0
1/22/2020		Convention	1500	1000
1/25/2020		Trade Show	1000	0
1/24/2020		Banquet	1000	460
1/24/2020		Meeting	800	0
1/24/2020		Meeting	200	250
1/29/2020		Trade Show	7000	1400
2/ 1/2020		Special Events	500	0
2/ 1/2020		Sporting Events	200	0
2/ 2/2020		Banquet	1000	0
2/ 1/2020		Meeting	2000	0
2/ 4/2020		Meeting	300	0
2/ 3/2020		Meeting	80	0
2/ 6/2020		Meeting	350	0
2/ 3/2020		Convention	1200	435
2/ 8/2020		Banquet	600	0
2/ 7/2020		Trade Show	2500	305
2/ 8/2020		Special Events	1500	0
2/ 9/2020		Special Events	500	0
2/ 7/2020		Meeting	1000	0
2/ 8/2020		Meeting	300	0
2/ 8/2020		Sporting Events	80	0
2/10/2020		Meeting	900	0
2/11/2020		Meeting	85	0
2/11/2020		Meeting	400	0
2/11/2020		Convention	3000	1280
2/14/2020		Meeting	1000	0
2/14/2020		Special Events	500	800
2/14/2020		Public Show	500	0
2/15/2020		Convention	1200	1000

January 2020 TID Monthly Convention Calendar
CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
2/18/2020		Public Show	7000	2145
2/25/2020		Banquet	500	0
2/24/2020		Meeting	200	150
2/29/2020		Meeting	500	0
2/28/2020		Sporting Events	5000	630
2/28/2020		Convention	2100	2500
3/ 2/2020		Meeting	150	0
3/ 3/2020		Meeting	1200	250
3/ 7/2020		Banquet	350	0
3/ 7/2020		Sporting Events	80	0
3/ 6/2020		Convention	2000	1035
3/ 7/2020		Public Show	1000	0
3/ 8/2020		Special Events	500	0
3/ 9/2020		Meeting	500	0
3/10/2020		Meeting	45	0
3/ 8/2020		Convention	1500	750
3/12/2020		Special Events	500	0
3/13/2020		Banquet	700	0
3/13/2020		Meeting	300	180
3/14/2020		Meeting	600	0
3/14/2020		Meeting	1500	0
3/14/2020		Meeting	300	0
3/14/2020		Meeting	600	0
3/15/2020		Public Show	300	0
3/14/2020		Meeting	300	0
3/13/2020		Convention	1000	0
3/14/2020		Meeting	1700	0
3/14/2020		Special Events	500	0
3/18/2020		Convention	2000	200
3/20/2020		Banquet	1000	0
3/20/2020		Meeting	200	300
3/21/2020		Meeting	1600	0
3/21/2020		Special Events	450	0
3/22/2020		Meeting	200	300
3/20/2020		Public Show	1200	300
3/23/2020		Trade Show	800	200
3/23/2020		Convention	300	1115
3/23/2020		Meeting	800	0
3/25/2020		Meeting	200	0
3/27/2020		Special Events	500	800
3/28/2020		Meeting	500	0
3/27/2020		Meeting	700	0
3/27/2020		Meeting	200	300
3/27/2020		Sporting Events	3000	1000
3/29/2020		Meeting	600	0
3/31/2020		Banquet	900	0
4/ 1/2020		Trade Show	350	24
4/ 3/2020		Banquet	800	0
4/ 3/2020		Special Events	600	0
4/ 4/2020		Sporting Events	2000	0

January 2020 TID Monthly Convention Calendar
CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
4/ 4/2020		Sporting Events	80	0
4/ 7/2020		Special Events	600	0
4/ 6/2020		Convention	600	115
4/ 8/2020		Convention	1000	1500
4/12/2020		Special Events	500	0
4/15/2020		Meeting	200	0
4/18/2020		Banquet	500	0
4/17/2020		Special Events	500	0
4/18/2020		Meeting	200	0
4/19/2020		Public Show	600	0
4/21/2020		Trade Show	1200	0
4/24/2020		Special Events	500	0
4/25/2020		Trade Show	1500	0
4/25/2020		Special Events	475	0
4/25/2020		Special Events	500	800
4/29/2020		Convention	2500	0
4/30/2020		Meeting	700	0
5/ 2/2020		Banquet	650	150
5/ 2/2020		Trade Show	2500	0
5/ 1/2020		Special Events	500	0
5/ 1/2020		Meeting	400	200
5/ 4/2020		Convention	2500	0
5/ 4/2020		Meeting	1000	250
5/ 8/2020		Convention	2000	600
5/10/2020		Meeting	500	0
5/10/2020		Special Events	500	0
5/14/2020		Banquet	830	0
5/11/2020		Meeting	500	0
5/11/2020		Meeting	1000	700
5/16/2020		Special Events	500	0
5/15/2020		Meeting	200	318
5/17/2020		Special Events	500	0
5/17/2020		Convention	1500	600
5/21/2020		Special Events	2500	0
5/22/2020		Special Events	1500	0
5/22/2020		Special Events	1000	210
5/23/2020		Convention	700	250
5/21/2020		Meeting	400	0
5/23/2020		Special Events	500	0
5/23/2020		Sporting Events	300	0
5/26/2020		Convention	800	700
5/31/2020		Special Events	400	0
6/ 3/2020		Trade Show	800	106
6/ 4/2020		Special Events	350	0
6/ 3/2020		Convention	1000	800
6/ 6/2020		Meeting	750	0
6/ 6/2020		Meeting	1000	0
6/ 5/2020		Convention	1000	700
6/ 7/2020		Special Events	500	0
6/ 6/2020		Sporting Events	200	0

January 2020 TID Monthly Convention Calendar
CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
6/10/2020		Trade Show	1000	250
6/12/2020		Banquet	700	50
6/13/2020		Trade Show	1000	40
6/12/2020		Meeting	500	0
6/14/2020		Convention	5000	1500
6/20/2020		Meeting	1600	0
6/20/2020		Special Events	500	0
6/22/2020		Trade Show	1500	0
6/27/2020		Banquet	800	30
6/28/2020		Special Events	500	0
7/10/2020		Meeting	400	0
7/18/2020		Public Show	1000	0
6/26/2020		Special Events	5000	1300
7/17/2020		Meeting	200	0
7/25/2020		Special Events	500	0
7/24/2020		Meeting	200	595
7/28/2020		Convention	2000	1200
7/30/2020		Meeting	600	0
8/ 1/2020		Banquet	300	0
8/ 1/2020		Public Show	600	0
7/31/2020		Meeting	200	0
8/ 4/2020		Convention	1000	750
8/15/2020		Special Events	500	0
8/18/2020		Meeting	600	1000
8/29/2020		Trade Show	1000	0
9/ 3/2020		Meeting	700	50
9/ 1/2020		Convention	200	989
9/ 7/2020		Trade Show	1000	400
9/12/2020		Trade Show	1500	0
9/12/2020		Meeting	1700	0
9/16/2020		Trade Show	2500	0
9/18/2020		Special Events	500	0
9/24/2020		Meeting	500	0
9/25/2020		Trade Show	2000	0
9/27/2020		Public Show	2500	0
9/30/2020		Trade Show	4000	0
9/30/2020		Meeting	350	0
10/3/2020		Public Show	2500	0
10/5/2020		Convention	1500	900
10/8/2020		Convention	2000	0
10/10/2020		Public Show	2500	0
10/9/2020		Meeting	1200	335
10/11/2020		Public Show	1000	0
10/12/2020		Meeting	600	0
10/12/2020		Trade Show	1500	150
10/14/2020		Public Show	3000	1937
10/21/2020		Convention	1000	600
10/24/2020		Meeting	2500	0
10/23/2020		Meeting	200	0
10/27/2020		Meeting	400	547

January 2020 TID Monthly Convention Calendar
CONFIDENTIAL

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
10/26/2020		Meeting	600	650
10/30/2020		Public Show	2500	0
10/30/2020		Banquet	1300	0
11/6/2020		Meeting	400	0
11/9/2020		Convention	1200	4405
11/18/2020		Convention	2000	800
11/26/2020		Meeting	200	0
12/3/2020		Meeting	1000	0
11/30/2020		Convention	2000	2820
12/10/2020		Special Events	300	0
12/12/2020		Meeting	800	0
12/19/2020		Banquet	200	0
1/ 8/2021		Meeting	200	315
1/16/2021		Meeting	200	280
1/22/2021		Meeting	200	418
2/ 4/2021		Meeting	600	0
2/ 5/2021		Meeting	1000	0
2/ 8/2021		Meeting	500	0
2/ 9/2021		Convention	2500	950
2/12/2021		Meeting	1000	0
2/16/2021		Public Show	7000	2145
2/22/2021		Meeting	500	0
2/22/2021		Convention	2500	200
2/26/2021		Meeting	1	0
3/ 6/2021		Convention	2100	2500
3/11/2021		Convention	1200	850
3/11/2021		Meeting	1000	0
3/19/2021		Meeting	325	0
3/22/2021		Meeting	1000	0
3/26/2021		Meeting	200	326
4/ 8/2021		Convention	1500	1543
4/13/2021		Convention	2500	1,170
4/23/2021		Meeting	200	468
5/21/2021		Meeting	200	318
6/ 1/2021		Convention	0	900
6/13/2021		Meeting	5000	1500
7/ 2/2021		Convention	800	1,505
6/30/2021		Meeting	1000	1,265
7/ 6/2021		Trade Show	4000	2,690
7/18/2021		Meeting	400	600
8/ 6/2021		Meeting	400	200
8/31/2021		Meeting	900	0
9/ 7/2021		Convention	1200	1500
9/11/2021		Meeting	300	0
9/15/2021		Convention	800	1,100
9/15/2021		Meeting	800	1010
10/14/2021		Meeting	200	395
10/13/2021		Trade Show	3000	1937
11/5/2021		Meeting	145	0
11/12/2021		Meeting	800	240

January 2020 TID Monthly Convention Calendar

Event Date	Event Name	Nature of Event	Attendance Per Session	Hotel Rooms Required
44518		Convention	2000	800