

**Santa Clara Tourism Improvement District
Advisory Board Special Meeting – AGENDA**

August 13, 2020, 8:00 a.m.

COVID-19 NOTICE

Consistent with the California Governor’s Executive Order No. N-29-20 and the Santa Clara County Health Officer’s March 16, 2020 Shelter in Place Order, the Santa Clara Tourism Improvement District (TID) Advisory Board Regular Meeting will not be physically open to the public and the TID Advisory Board members will be teleconferencing from remote locations.

*The public can participate remotely via Zoom: <https://santaclaraca.zoom.us/j/94416002399>
Meeting ID: 944 1600 2399 or by phone: 1 (669) 900-6833.*

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 July 7, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting and the Minutes of the July 9, 2020 Santa Clara Tourism Improvement District Advisory Board Regular Meeting.

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Tourism Improvement District Input and Preparation for the Transient Occupancy Tax (TOT) Ballot Measure for the November Election.
3. Review of Recent STR Data and Market and Tech Industry Business Travel Updates.
4. Update on the Santa Clara Convention Center Calendar and Capital Projects. (Spectra)
5. Update on California’s Great America.
6. Update on the Silicon Valley/Santa Clara DMO, Inc.’s CEO recruitment. (JLL)
7. Attendee Feedback from Key Performance Indicators Workshop Held on June 29, 2020. (JLL)
8. Continued Efforts to Develop the Tourism Improvement District’s Subsidy Guidelines.

9. Update on the Development of Cleaning and Safety Best Practices Guidelines for Tourism Improvement District Hotels.

General Updates

Adjournment

The next regular scheduled meeting is on September 10, 2020, 9:00 a.m.

Please see COVID-19 NOTICE

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

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

July 7, 2020, 11:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 11:02 a.m.

Roll Call

Present: 6 Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Mark Salquist, General Manager, Avatar Hotel
Jon Siebring, General Manager, Biltmore Hotel

Absent: 5 Jordan Austin, General Manager, Element Santa Clara
Peter Hart, General Manager, Embassy Suites
Alan Mass, General Manager, Hyatt House
Callette Nielsen, General Manager, Marriott Santa Clara
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

In Attendance

Pablo Barrera, Silicon Valley/Santa Clara, DMO, Inc.
Nadine Nader, Silicon Valley/Santa Clara, DMO, Inc.
Manny Gonzalez, Silicon Valley/Santa Clara, DMO, Inc.
Kelly Carr, Silicon Valley/Santa Clara, DMO, Inc.

Deanna J. Santana, City Manager, City of Santa Clara
Cynthia Bojorquez, Assistant City Manager, City of Santa Clara
Ruth 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

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.

Consent Items Pulled for Discussion

None.

General Business – Items for Discussion

1. Discussion with the City Manager on the City of Santa Clara's Proposed Transient Occupancy Tax (TOT) Increase.

There was a general discussion on the polling recently completed by the City and inquiry regarding City staff potential recommendation on a TOT increase. City Manager Santana indicated that while polling results showed a strong support for a 4% increase, of 70%, City staff will be recommending a 2% increase with progression up to 4%. Including proposed language of "up to" 4% would allow Council to set the TOT rate according to the current market conditions without having to go back to voters. The TID indicated that 30% to 40% of the TOT driven occupancy in the market comes from a TID and DMO led effort. It was recommended that the TID restate their position with the City Council regarding the importance of continued collaborative efforts that would still allow for a TOT increase and a change in the TID assessment method without pushing Santa Clara to the higher end of the hotel market immediately. There was agreement by the TID Advisory Board that they would not support an increase of more than 2%; however, were still very much interested in continuing the discussion with the City for future efforts.

August 7 is the deadline to have ballot language approved. City staff will introduce the proposed ballot measure language to City Council on July 14 and hold a Special Meeting in early August to meet the Registrar of Voters timeline.

General Updates

Adjournment

The meeting adjourned at 11:34 a.m. The next regular scheduled meeting is on July 9, 2020, 8:00 a.m.

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

July 9, 2020, 8:00 a.m.

Call to Order

Eron Hodges, Chair, called the meeting to order at 8:03 a.m.

Roll Call

Present: 6 Joe Eustice, General Manager, Hilton Santa Clara
Justin Hart, General Manager, AC Hotel Santa Clara
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Callette Nielsen, General Manager, Marriott Santa Clara
Jean-Phillippe Rollet, General Manager, The Plaza Suites
Jon Siebring, General Manager, Biltmore Hotel

Absent: 5 Jordan Austin, General Manager, Element Santa Clara
Peter Hart, General Manager, Embassy Suites
Alan Mass, General Manager, Hyatt House
Mark Salquist, General Manager, Avatar Hotel
Virginia Scimeca, General Manager, TownePlace Suites by Marriott

A quorum was met.

In Attendance

Cynthia Bojorquez, Assistant City Manager, City of Santa Clara
Ruth 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

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 the June 11, 2020 Santa Clara Tourism Improvement District Advisory Board Regular Meeting and the Minutes of the June 22, 2020 Santa Clara Tourism Improvement District Advisory Board Special Meeting.
2. Receive and file the Santa Clara Convention Center Calendar of Events for the Period 7/10/2020 – 5/13/2022.

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

General Business – Items for Discussion

3. Review of the July 7, 2020 Tourism Improvement District Advisory Board Special Meeting with the City Manager regarding the City of Santa Clara's Proposed Transient Occupancy (TOT) Increase.

Assistant City Manager Bojorquez was present to provide follow-up and clarification on the key dates for the approval of the ballot measure language. After the July 7 meeting, the City Manager's Office confirmed with the City Clerk's Office that the ballot measure language would need to be approved by City Council at the July 14 meeting in order to meet the Registrar of Voters deadline of August 7.

Eron Hodges will be speaking at the July 14 City Council and reviewed a proposed slide to demonstrate the relationship among the TID, DMO, Convention Center and City. Feedback received by the group will be incorporated into a revised slide.

4. Update on the Silicon Valley/Santa Clara DMO, Inc.'s CEO recruitment. (JLL)

Dan Fenton reported that live interviews took place with two final candidates at the Convention Center. Participating DMO Board members were able to experience the full safety protocol as implemented by Spectra. Upon the completion of interviews, it was the decision of the DMO Board to consider other candidates.

5. Review of Silicon Valley/Santa Clara DMO, Inc.'s proposed Key Performance Indicators in the agreement to provide destination marketing services for the City of Santa Clara.

Dan Fenton briefly reviewed each of the nine key performance indicators (KPIs) proposed in the City/DMO Agreement. The KPIs directly align with Spectra's and Levy's KPIs and a few even shared. To allow for more discussion on the KPIs, a dedicated time will be scheduled to conduct a KPI workshop in which Spectra, Levy, City and TID hotels would be invited to attend.

6. Update on the status of the Santa Clara Convention Center and future recovery plans. (Spectra)

Kelly Carr reported that Spectra has completed a full reopening plan that will be sent to the City for review. Spectra is currently underway with the GBAC certification for cleanliness and safety standards for guests. Spectra is working directly with Hyatt's contact to ensure that the GBAC process is consistent.

While the Convention Center is currently closed to events, Spectra will focus on starting and completing capital improvement projects. Kelly is working with City staff Dolores Montenegro who is providing guidance on the projects. Replacing the carpet and repainting the interior is the current priority with the goal to have completed by the end of the year.

7. Discussion on Implementing Cleaning and Safety Best Practices Guidelines at all Tourism Improvement District Hotels.

Eron Hodges made the recommendation for TID hotels establish consistent cleaning and standards for all hotels. While not all the hotels may not be able to formally complete the

GBAC certification, a small subcommittee can develop the top 10 cleaning best practices for all the TID hotels to commit to. Callette Nielsen agreed to take the lead and will enlist the assistant of Justin Hart, Mark Salquist and Peter Hart. Callette will provide an update at the next TID Advisory Board meeting.

8. Update on the Use of “Visit Santa Clara” and Trademark Ownership by the Chamber of Commerce.

Nancy Thome reported that she is still in the process of trying to connect with the Chamber’s interim executive director Christian Pellecchia. Nancy added that the DMO Board of Directors is open to reimbursing the Chamber for costs associated to their trademark application.

General Updates

Adjournment

The meeting adjourned at 9:14 a.m. The next regular scheduled meeting is on August 13, 2020, 9:00 a.m.

DRAFT

Event Date	Event	Event Name	Type of Event	Est. Attendance	Est. Room
9/27/2020			Meeting	500	0
9/ 2/2020			Convention	2000	600
11/17/2020			Meeting	600	0
9/ 1/2020			Convention	200	989
11/18/2020			Trade Show	2500	0
9/24/2020			Meeting	500	0
10/23/2020			Meeting	200	0
10/ 5/2020			Convention	1500	900
10/27/2020			Meeting	400	547
10/ 9/2020			Meeting	1200	335
11/26/2020			Meeting	200	0
11/ 6/2020			Meeting	400	0
11/21/2020			Banquet	1000	0
11/13/2020			Meeting	300	250
12/ 3/2020			Meeting	1000	0
12/12/2020			Meeting	800	0
11/18/2020			Meeting	800	0
12/12/2020			Banquet	1800	0
12/19/2020			Banquet	200	0
12/10/2020			Special Events	300	0
12/ 5/2020			Special Events	500	0
12/26/2020			Meeting	300	120
12/10/2020			Banquet	600	0
1/16/2021			Meeting	200	280
1/27/2021			Trade Show	7000	1,400
1/22/2021			Sporting Events	200	418
2/ 2/2021			Convention	1000	600
6/14/2021			Convention	2500	200
1/21/2021			Convention	2000	0
1/ 8/2021			Special Events	200	315
1/10/2021			Special Events	1000	0
1/10/2021			Public Show	1500	0
1/ 9/2021			Meeting	400	0
1/16/2021			Sporting Events	1200	0
1/16/2021			Special Events	500	0
2/16/2021			Public Show	7000	2,145
2/26/2021			Special Events	1	0
2/ 8/2021			Meeting	500	0
2/12/2021			Sporting Events	1000	300
2/ 4/2021			Meeting	600	0
2/22/2021			Meeting	500	0
2/ 5/2021			Special Events	1000	0
2/12/2021			Special Events	1000	0
6/21/2021			Convention	2500	950
2/ 6/2021			Trade Show	800	0
2/12/2021			Sporting Events	500	0
2/27/2021			Sporting Events	1000	0
2/13/2021			Sporting Events	1200	0
3/ 6/2021			Convention	2100	2,500
3/26/2021			Public Show	1200	300
3/26/2021			Special Events	200	326
3/19/2021			Sporting Events	3000	2,700
3/11/2021			Convention	1200	850
3/11/2021			Meeting	1000	0
3/19/2021			Special Events	325	0
3/22/2021			Meeting	2000	1,150
3/22/2021			Meeting	1000	0
3/16/2021			Trade Show	1000	200
3/20/2021			Special Events	1600	0
3/13/2021			Banquet	1000	0
3/11/2021			Special Events	500	0
3/27/2021			Special Events	600	0
3/ 6/2021			Meeting	1300	0
4/ 8/2021			Convention	1500	1,543
4/13/2021			Convention	2500	1,170
4/23/2021			Sporting Events	1000	650
4/23/2021			Special Events	200	468
4/30/2021			Meeting	500	0
4/25/2021			Convention	3000	920
6/ 8/2021			Convention	600	115
4/30/2021			Special Events	300	2,260
4/24/2021			Public Show	2500	0
5/25/2021			Convention	800	106
4/16/2021			Special Events	500	0
4/12/2021			Meeting	600	0
4/30/2021			Special Events	500	750
3/12/2021			Special Events	1000	0
5/28/2021			Convention	1000	210
5/16/2021			Convention	2500	500
5/14/2021			Meeting	1000	350
5/20/2021			Banquet	1000	0
5/ 4/2021			Trade Show	1700	0
5/28/2021			Special Events	1500	0
5/14/2021			Trade Show	2000	0
5/27/2021			Meeting	200	300

5/23/2021	Special Events	500	0
5/11/2021	Trade Show	1500	0
6/12/2021	Meeting	1000	0
5/ 6/2021	Meeting	150	0
7/ 6/2021	Trade Show	4000	2,690
7/ 2/2021	Convention	800	1,505
6/ 1/2021	Convention	0	900
6/ 9/2021	Trade Show	1000	250
6/30/2021	Meeting	1000	1,265
6/ 9/2021	Meeting	500	0
6/18/2021	Banquet	900	50
6/26/2021	Convention	2000	0
6/26/2021	Banquet	800	30
6/12/2021	Trade Show	1000	0
6/17/2021	Meeting	200	400
6/11/2021	Special Events	600	0
6/26/2021	Convention	1000	0
6/27/2021	Sporting Events	750	0
6/12/2021	Meeting	1700	0
8/ 3/2021	Convention	1000	750
7/18/2021	Meeting	400	600
7/13/2021	Convention	200	1,000
7/22/2021	Convention	200	300
8/31/2021	Meeting	900	0
8/ 6/2021	Meeting	400	200
8/31/2021	Trade Show	500	0
8/17/2021	Meeting	600	1,000

Event Date	Event	Event Name	Type of Event	Est. Attendance	Est. Room
9/11/2021			Meeting	300	0
9/15/2021			Convention	800	1,100
9/ 7/2021			Convention	1200	1,500
9/15/2021			Meeting	800	1,010
9/22/2021			Convention	2500	500
9/17/2021			Special Events	500	0
10/13/2021			Trade Show	3000	1,937
10/14/2021			Meeting	200	395
10/18/2021			Convention	600	614
10/ 7/2021			Convention	1300	0
10/ 8/2021			Convention	200	348
10/28/2021			Meeting	700	50
10/12/2021			Trade Show	1500	150
10/31/2021			Convention	1500	400
11/18/2021			Convention	2000	800
11/ 5/2021			Special Events	145	0
11/12/2021			Special Events	800	240
1/15/2022			Meeting	200	280
1/21/2022			Meeting	1200	0
1/28/2022			Meeting	1000	0
2/25/2022			Meeting	100	0
2/11/2022			Meeting	200	600
3/25/2022			Meeting	200	600
3/ 4/2022			Convention	200	1,447
3/ 3/2022			Convention	1500	1,400
4/15/2022			Meeting	2000	0
4/13/2022			Convention	5000	1,550
4/29/2022			Meeting	200	600
5/13/2022			Meeting	200	600
7/ 9/2022			Meeting	500	500