

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

May 20, 2021, 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/99219030902>. Meeting ID: 992 1903 0902 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 Santa Clara Tourism Improvement District Advisory Board.
 - Special Meeting – April 30, 2021

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Review of the Financial Status Report ending April 28, 2021.
3. Silicon Valley/Santa Clara DMO, Inc. Updates.
 - a. Sales Activity
 - b. Marketing RFP Process
 - c. Contract Services: Sales Manager and Part-time Administrative Assistant

General Updates

Adjournment

The next regular scheduled meeting is on June 17, 2021 at 8:00 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.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Santa Clara Tourism Improvement District (TID) will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The Santa Clara TID will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the Santa Clara TID's programs, services, and activities. The Santa Clara TID will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the Santa Clara Tourism Improvement District in an appropriate alternative format. Contact Nancy Thome at 1-408-615-2294 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the Santa Clara TID, should contact the Peter Hart, GM at peter.hart@hilton.com prior as soon as possible before the scheduled event.

ATTACHMENTS

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

**TID Meeting
May 20, 2021
Agenda Item #1**

April 30, 2021, 1:00 p.m.

Call to Order

Chair Hodges called the meeting to order at 1:02 p.m.

Roll Call

Present: 7 Vince Buonocore, Interim General Manager, Marriott Santa Clara
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
Ryan Turner, General Manager, Element Santa Clara
Mark Salquist, General Manager, Avatar Hotel

Absent: 4 Jean-Phillippe Rollet, General Manager, The Plaza Suites
Jon Siebring, General Manager, Biltmore Hotel
Alan Mass, General Manager, Hyatt House
Bridgette Burns, General Manager, TownePlace Suites by Marriott

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

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 Santa Clara Tourism Improvement District Advisory Board
 - Regular Meeting – March 18, 2021
 - Special Meeting – April 16, 2021

A motion was made by Peter Hart, seconded by Justin Hart, to approve the Consent Calendar. Motion passed unanimously (7-0).

Consent Items Pulled for Discussion

General Business – Items for Discussion

2. Discussion and Action on TID FY 2020/21 Annual Report and the Silicon Valley/Santa Clara DMO, Inc. FY 2021/22 Proposed Budget.

Nancy Thome provided a review of the DMO's FY 2021/22 Proposed Budget. Overall, there is an increase of \$42,942 from the current budget and includes the reduction of 1.0 FTE marketing manager and the addition of 1.0 FTE sales manager and 1.0 FTE administrative assistant. Chair Hodges also referenced the TID's proposed FY 2020/21 Annual Report which will be presented in a packet to Council at the TID Conversion Public Hearing scheduled for May 25.

A motion was made by Vince Buonocore, seconded by Justin Hart, to approve the TID FY 2020/21 Annual Report and the Silicon Valley/Santa Clara DMO, Inc. FY 2021/22 Proposed Budget. Motion passed unanimously (7-0).

General Updates

- Mark Salquist announced that he has accepted a promotion to the Hyatt Centric in Mountain View. Mark has been with the Avatar for approximately seven years. During the transition, John D'Agostino will be managing the Avatar. The Avatar is under the Hilton tapestry brand and anticipates re-opening in March 2022.
- Joe Eustice reported the Element Santa Clara received the highest return of guest satisfaction surveys (guest intent to recommend) for Marriott in for the month of March.
- Joe Eustice reported the Hilton may re-open in the calendar third quarter; however, nothing really definite as of yet.
- Dan Fenton reported a workshop took place last Monday with the sales manager. Christopher Hamilton (Levy) and Kelly Carr (Spectra) were also both in attendance. There is a commitment to provide sales reports to the hotel sales teams.

Adjournment

The meeting adjourned at 1:42 p.m. The next regular scheduled meeting is on May 20, 2021 at 8:00 a.m.

SILICON VALLEY/SANTA CLARA DMO, INC.
 FY 2020/21 FINANCIAL REPORT ending 04/28/2021

Date: 4/28/2021
 Prepared By: NThome

Beginning FY 2020/21 TID Assessment Balance	\$ 1,664,558
TID Revenue YTD through 04/28/2021	\$ 128,337
TOTAL TID Revenue	\$ 1,792,895
FY 2020/21 YTD Expenditures	\$ 284,097
TID Revenue Balance	\$ 1,508,799 (Unaudited)

TID Meeting
May 20, 2021
Agenda Item #2

TID REVENUE \$ 600,000 \$ 128,337 \$ 471,663 21.39%

DMO APPROVED FY 2020/21 Budget

Budget Item	FY 2020/21 Budget	FY 2020/21 YTD Actuals	FY 2020/21 Balance	% Expended
SALES & SERVICES				
Personnel	\$ 325,000	\$ -	\$ 325,000	0.00%
Salary	\$ 152,500	\$ -	\$ 152,500	0.00%
Incentive	\$ 97,500	\$ -	\$ 97,500	0.00%
Benefits	\$ 75,000	\$ -	\$ 75,000	0.00%
Contract Services (Michael Lynch)	\$ -	\$ 14,000	\$ (14,000)	0.00%
Conferences & Events	\$ 25,000	\$ -	\$ 25,000	0.00%
Support Services	\$ 60,000	\$ 10,937	\$ 49,063	18.23%
Site Tours	\$ 19,000	\$ -	\$ 19,000	0.00%
Familiarization Trips	\$ 19,500	\$ -	\$ 19,500	0.00%
Client Events	\$ 19,000	\$ -	\$ 19,000	0.00%
Subscriptions & Dues (Destinations International)	\$ 2,500	\$ 7,637	\$ (5,137)	305.47%
Subscriptions & Dues (Simpleview)	\$ -	\$ 3,300	\$ (3,300)	0.00%
Travel & Entertainment	\$ 15,000	\$ -	\$ 15,000	0.00%
Incentives (Subsidies)	\$ 64,160	\$ 10,590	\$ 53,570	16.51%
SUBTOTAL	\$ 489,160	\$ 35,527	\$ 453,633	7.26%
MARKETING & COMMUNICATION				
Personnel	\$ 90,000	\$ -	\$ 90,000	0.00%
Salary	\$ 63,000	\$ -	\$ 63,000	0.00%
Benefits	\$ 27,000	\$ -	\$ 27,000	0.00%
Contract Services	\$ 60,000	\$ -	\$ 60,000	0.00%
Website	\$ 50,000	\$ 18,000	\$ 32,000	36.00%
Destination Advantage	\$ 24,000	\$ 18,000	\$ 6,000	75.00%
Development	\$ 26,000	\$ -	\$ 26,000	0.00%
SUBTOTAL	\$ 200,000	\$ 18,000	\$ 182,000	9.00%
ADMINISTRATION				
Start-Up Funds/Payroll Advance	\$ -	\$ 125,000	\$ (125,000)	0.00%
Chief Executive Officer	\$ 354,900	\$ -	\$ 354,900	0.00%
Salary (Regular & Benefits)	\$ 210,000	\$ -	\$ 210,000	0.00%
Incentive	\$ 63,000	\$ -	\$ 63,000	0.00%
Benefits (Health Insurance Reimbursement)	\$ 81,900	\$ -	\$ 81,900	0.00%
Contract Services	\$ 80,000	\$ 54,109	\$ 25,891	67.64%
Human Resources (Admin. - California People Search)	\$ 30,000	\$ 5,346	\$ 24,654	17.82%
Finance (Fugate Business Solutions)	\$ 15,000	\$ 2,196	\$ 12,804	14.64%
Finance (City Fiscal Services)	\$ -	\$ 1,581	\$ (1,581)	0.00%
Legal (Thoits Law)	\$ 20,000	\$ 34,986	\$ (14,986)	174.93%
Payroll (ADP)	\$ 15,000	\$ -	\$ 15,000	0.00%
Professional (JLL)	\$ -	\$ 10,000	\$ (10,000)	0.00%

DMO APPROVED FY 2020/21 Budget					
Budget Item	FY 2020/21 Budget	FY 2020/21 YTD Actuals	FY 2020/21 Balance	% Expended	
Miscellaneous	\$ 70,000	\$ 12,249	\$ 57,751	17.50%	
Audit	\$ 10,000	\$ -	\$ 10,000	0.00%	
Insurance	\$ 50,000	\$ 7,465	\$ 42,535	14.93%	
Network Support	\$ 5,000	\$ 1,251	\$ 3,749	25.02%	
Memberships	\$ -	\$ 1,409	\$ (1,409)	0.00%	
CEO Reimbursements	\$ -	\$ 500	\$ (500)	0.00%	
Purchased Goods & Services	\$ 5,000	\$ 1,623	\$ 3,377	32.47%	
SUBTOTAL	\$ 504,900	\$ 191,358	\$ 313,542	37.90%	
Contingency	\$ 50,000	\$ -	\$ 50,000	0.00%	
SUBTOTAL	\$ 50,000	\$ -	\$ 50,000	0.00%	
OPERATING BUDGET TOTAL	\$ 1,244,060	\$ 244,884	\$ 999,176	19.68%	
City Adminstration Fee	\$ 3,000	\$ 1,500	\$ 1,500	50.00%	
Hotel Reimbursement	\$ 4,000	\$ 4,000	\$ -	100.00%	
TOTAL	\$ 1,251,060	\$ 250,384	\$ 1,000,676	20.01%	
Start Up Costs					
Computers, Hardware, Supplies	\$ 20,000	\$ 3,863	\$ 16,137	19.32%	
Contract Services (Regus, Civitas \$33,000)	\$ 50,000	\$ 28,349	\$ 21,651	56.70%	
Total Start Up Costs	\$ 70,000	\$ 32,212	\$ 37,788	46.02%	
YEAR-1 TOTAL	\$ 1,321,060	\$ 282,597	\$ 1,038,463	21.39%	
Goodwin Consulting Group - Map	\$ -	\$ 1,500	\$ (1,500)	0.00%	
	\$ -	\$ -	\$ -	0.00%	
SUBTOTAL	\$ -	\$ 1,500	\$ (1,500)	0.00%	
GRAND TOTAL YTD EXPENDITURES		\$ 284,097			

ATTACHMENT - LINE ITEMS

SILICON VALLEY/SANTA CLARA DMO, INC. FY 2020/21 FINANCIAL REPORT ENDING 04/28/2021

2021Apr	\$ 52,270.19
CALIFORNIA PEOPLE SEARCH INC	\$ 2,277.00
ADMINISTRATIVE ASSISTANCE	\$ 2,277.00
CIVITAS ADVISORS	\$ 6,240.00
Assist the City in completing	\$ 6,240.00
DESTINATION ADVANTAGE LLC	\$ 2,000.00
VISIT SC MONTHLY SERVIES	\$ 2,000.00
FUGATE BUSINESS SOLUTIONS	\$ 399.00
MARCH ACCOUNTING SERVICES	\$ 399.00
JONES LANG LASALLE AMERICAS INC	\$ 10,000.00
DMO: Consulting Services for t	\$ 10,000.00
LYNCH, MICHAEL	\$ 6,000.00
SALES CONSULTING SVCS FEBRUARY	\$ 6,000.00
SILICON VALLEY/SANTA CLARA DMO, INC	\$ 25,000.00
ADVANCE FUNDS DMO PAYROLL	\$ 25,000.00
SMART CITY NETWORKS, L.P.	\$ 354.19
MARCH SERVICES	\$ 354.19
Grand Total	\$ 52,270.19
Finance - City Fiscal Services	\$ 790.60
APRIL TOTAL	\$ 53,060.79

January Revenue	\$ 29,791.00
February Revenue	\$ -
March Revenue	\$ 1,855.00
April Revenue	\$ 18,414.00
4-Month Total Revenue	\$ 50,060.00

Q1 Revenue	\$ 26,123.15
Q2 Revenue	\$ 52,153.81
Q3 (4-months) Revenue	\$ 50,060.00
YTD Revenue	\$ 128,336.96

SILICON VALLEY/SANTA CLARA DMO, INC. - PAYROLL EXPENSES ENDING APRIL 28, 2021

CEO Payroll/ DMO Checking Account	Deposits/ Credits	Withdrawals/ Debits	Checking Account Balance
October 2020	\$ 100,000.00	\$ 54.89	
December 2020	\$ -	\$ 21,257.73	
Salary	\$ -	\$ 11,630.69	
Taxes	\$ -	\$ 9,337.14	
ADP Payroll Fees	\$ -	\$ 289.90	
January 2021	\$ 200.00	\$ 26,179.85	
Salary	\$ -	\$ 17,569.42	
Taxes	\$ -	\$ 8,044.68	
ADP Payroll Fees	\$ 200.00	\$ 565.75	
February 2021		\$ 19,304.37	
Salary	\$ -	\$ 11,459.14	
Taxes	\$ -	\$ 7,685.33	
ADP Payroll Fees	\$ -	\$ 159.90	
March 2021		\$ 19,282.84	
Salary	\$ -	\$ 11,449.37	
Taxes	\$ -	\$ 7,673.57	
ADP Payroll Fees	\$ -	\$ 159.90	
April 2021	\$ 25,000.00	\$ 19,347.84	
Salary	\$ -	\$ 11,449.36	
Taxes	\$ -	\$ 7,673.58	
ADP Payroll Fees	\$ -	\$ 159.90	
Wire Transfer Fee	\$ -	\$ 30.00	
NSF Fee	\$ -	\$ 35.00	
TOTALS	\$ 125,200.00	\$ 105,427.52	\$ 19,772.48