



CITY OF SANTA CLARA

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CITY COUNCIL MEETING

AGENDA

A complete agenda packet with back-up reports is available at either City Library beginning Saturday before the Tuesday meeting or at the City Clerk's Office on weekdays. A complete agenda packet is also available at the City Council meeting and on the City's website.

March 31, 2015

SPECIAL ANNOUNCEMENTS

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SPECIAL MEETING

6:00 PM in the City Hall Council Chambers

APPEAL OF HEARING DECISIONS OF THE CITY COUNCIL MUST BE MADE TO THE SUPERIOR COURT WITHIN 90 CALENDAR DAYS OF FINAL ACTION. BECAUSE OF THE AGENDA PROVISION FOR RECONSIDERATION, FINAL ACTION IS DEEMED TO OCCUR AT THE END OF THE NEXT REGULAR MEETING PURSUANT TO CITY COUNCIL POLICY (P&P 042). (CODE OF CIVIL PROCEDURE SECTION 1094.6)

SPECIAL ANNOUNCEMENTS

1. ROLL CALL:

A. Present: Council Members Caserta, Davis, Gillmor, Kolstad, Marsalli and O'Neill and Mayor Matthews.

2. PUBLIC PRESENTATIONS:

The law does not permit Council action on, or extended discussion of, any item not on the agenda except under special circumstances. The Council, or its staff, may briefly respond to statements made or questions posed and may request the City Manager to report back at a subsequent meeting. Please submit to the City Clerk your name and subject matter on forms available by the door in the Council Chambers.

3. CLOSED SESSION MATTERS:

A. City Attorney Reports:

B. Conference with Legal Counsel - Anticipated Litigation pursuant to Government Code Section 54956.9(d)(4) - Initiation of litigation, Number of potential cases: 1; Conference with Legal Counsel - Anticipated Litigation pursuant to Government Code Section 54956.9(d)(2) - Exposure to litigation, Number of potential cases: 1, FACTS AND

CIRCUMSTANCES: Pursuant to Government Code Section 54956.9(e)(2), 1. Financial support and management of Santa Clara Convention Center; and Conference with Legal Counsel - Existing Litigation pursuant to Government Code Section 54956.9(d)(1), *Vinod K. Sharma, et al. v. Successor Agency to the Redevelopment Agency of the City of Santa Clara, et al.*, Sacramento County Superior Court Case No. 34-2013-80001396.

4. ADJOURNMENT:

- A.** To Tuesday evening, **April 7, 2015**, at 6:00 pm for a Closed Session in the Council Conference Room and to 7:00 pm for the regular scheduled meeting in the City Hall Council Chambers.

DRAFT

03/31/15



SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

9245 Laguna Springs Dr., Ste. 200 ■ Elk Grove, CA 95758 ■ (916) 509-7270 ■ FAX (916) 691-9674

2A

Ms. Annette Manhart
VP Sales and Marketing
Santa Clara Convention-Visitors Bureau
1850 Warburton Avenue
Santa Clara, CA 95050

Dear Ms. Manhart:

On behalf of the Sacramento/Sierra Nevada Chapter of Meeting Professionals International (MPISSN), I express ardent support, and my own professional endorsement as a meeting planner, for the value and services offered by the Santa Clara Convention-Visitors Bureau. With consideration for the impending discussions regarding future funding, I whole-heartedly encourage officials to consider the enormous value delivered by CVBs, and particularly how their services facilitate the professional function of meeting planners and the larger meetings industry. Further, CVBs, in effect, can claim significant responsibility in delivering a range of revenue streams into the city's they serve.

I know that you are well aware of these facts given your role in Sales and Marketing. CVBs are the lifeblood of a city's highly important and highly valued meetings industry. I am concerned, however, that decision-makers sitting at the council meeting this evening may not understand the scope and magnitude of the meetings industry, and how critical a CVB's role is in collaborating with meeting professionals to market, promote, and usher in the businesses, conventions, conferences, and meetings.

The meetings industry contributes more to U.S. national GDP than the air transportation, motion picture, sound recording, performing arts and spectator sport industries. It is an economic engine, creating hundreds of thousands of jobs, generating billions of dollars in revenue and supporting communities across the country.

According to a study by PwC, the meetings industry contributed more than \$280 billion to the U.S. national economy and put another \$88 billion back into the economy through federal, state and local taxes in 2012.

A driver of job growth, meetings increased employment even during the economic downturn. In 2012, meetings employed nearly 1.8 million people and generated \$234.6 billion in total labor income.

In fact, the meetings, conferences, conventions, incentive travel, trade shows and exhibitions industries – all of which include meeting planner professionals – rely on the expertise and assistance of CVBs. They depend on CVBs to guide them, and to offer insight on the destination and the unique features and attributes. They seek input on the RFP process, site selection and market statistics. Meeting planners work to establish long-term relationships with trusted allies who will help to navigate the details of a

POST MEETING MATERIAL



SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

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market and location that may not be well-known to a meeting planner from another city, region or state. The CVB ensures an education and understanding of the latest trends, developments and news which may influence a meeting planner's business.

Business meetings and events play a critical role in connecting people and driving positive business results throughout the continent. An ironic case in point is the meeting which will occur this evening. The discussion and the individuals around the table can take a step to guarantee that positive business results continue in Santa Clara – a step that protects the future of Santa Clara Convention-Visitors Bureau.

I sincerely hope that the Santa Clara Convention-Visitors Bureau's impact is noticed, respected and funded. Santa Clara CVB's value is unmistakable from my perspective as the chapter administrator for MPISSN, and as one who values the services of CVBs across the state.

Thank you, and please feel free to contact me with any questions.

Warm regards,

Lynette Magnino

Lynette Magnino
MPISSN Chapter Administrator
(916) 208-8662 cell



Lynette
Magnino



March 27, 2015

Ms. Annette Manhart
VP Sales and Marketing
Santa Clara Convention-Visitors Bureau
1850 Warburton Avenue
Santa Clara, CA 95050

775 Sunrise Ave., Ste. 270
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www.CalSAE.org
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Facebook: CalSAE
LinkedIn: CalSAE

I am writing to express my support for the Santa Clara Convention & Visitors Bureau.

The California Society of Association Executives (CalSAE) is the association representing the professional staff of non-profit membership-based associations operating in California. CalSAE's membership includes association professionals at all levels, particularly the CEOs of prominent trade and professional associations. We are the third largest local Society of Association Executives in the nation with over 1,200 members.

As the President & CEO of the 'association of association professionals', I attest that competition for meetings and events within California is fierce, particularly to host the business meetings, events, and conventions for associations.

California has a treasure trove of scenic and diverse locations, and nearly all of these locations have an organized group focused on attract meetings to their destination – within California and nationally. I'm aware of nearly 70 convention and visitors bureau (CVB) type organizations within California alone.

It is my hope that California based CVBs can bring additional national meetings and visitors to our great state, and Santa Clara CVB is certainly a player in doing just that. SCCVB also has an established presence within that association market, including active participation in CalSAE membership, exhibiting at our tradeshow for associations (Seasonal Spectacular) and attending our ELEVATE annual conference.

Associations in particular are very 'relationship focused' in making decisions about where to hold their meetings and events. The relationships established by the meeting planners and executives of associations are the foundation for getting business done. While it may be tempting to reduce expenses, both when budgets are challenged and business seems to come easily, I've seen these reductions have long term impact in the destination being able to re-establish those relationships.

I realize that budget decisions always require careful attention and each has their own unique set of challenges and circumstances. I do wish for every success for the SCCVB and the City of Santa Clara.

Sincerely,

Jim Anderson, CAE
President & CEO

CONNECTIONS!

March 25, 2015

Good Day!

It has come to my attention that the Santa Clara Convention Visitors Bureau, and the Santa Clara Convention Center are both at risk of being closed down. Having worked with both organizations for many years, I am writing to ask that you seriously consider the repercussion, fall out, even disasters that could occur.

To be more specific: the Press coverage of this could cause serious risk regarding the Super Bowl 50 scheduled for 2016. –Yes, there are contracts associated with the Super Bowl 50, but if there is a major issue, I am sure that there is some language that may allow them, the NFL, to leave Santa Clara.

Secondly: how/why did Super Bowl 50 come to Santa Clara in the first place? The answer is simple: the Santa Clara Convention and Visitors Bureau, and the Santa Clara Convention Center, that allied from their start with the City of Santa Clara and their elected officials.

There should be no doubt, or hesitation, on the fact that these two groups, and the people who work on their respective teams, made Santa Clara, become a major global destination.

TOGETHER! Yes, that is the magic word! The Convention and Visitors Bureau alongside the Convention Center have given, and continue to do so, their time, effort, strategies and creative thinking over the years. The result: they have, together, successfully introduced Santa Clara County to not only hundreds of thousands of people, but also to the world....

AND let's be honest: it continues to be is a major destination for new and growing businesses, which are a part of what is known around the world as Silicon Valley.

So let's look at how we can continue to benefit the City and County of Santa Clara. To do so, let's look at ways to continue the growth of both the Santa Clara Convention and Visitors Bureau, and the Santa Clara Convention Center. And let's bring to the forefront the millions of dollars that have been brought into the area, which caused, and allowed, Santa Clara County, to grow, and to thrive. Yes, maybe we do need to make changes, and while doing so, let's look at ways to bring in more dollars direct to the City. Together! This can be done with the existing teams and their experience.

And let's not forget credibility: what could happen if Santa Clara had to cancel already contracted groups for the Convention Center due to bookings by the Convention and Visitors Bureau team, that go into 2017!

So, let's build, and grow, the teams already in place. Let's agree that there are always new ways to do things, new methods to explore, new services to charge for to make more money, and so much more. Heck, we're in Silicon Valley, the entrepreneur capital of the world!

Let's look at TOGETHER, knowing already that We CAN and We WILL! Doing so will benefit, and secure Santa Clara, now, and into the future. Let's Go, Santa Clara!!!!

Jan Willbanks
CONNECTIONS!
Meetings and Events



5600 West Driftwood Court
Rocklin, CA 95677
916.259.2910
866.831-2790 (toll-free fax)

March 24, 2015

Annette Manhart
VP Sales and Marketing
Santa Clara Chamber of Commerce & Convention-Visitors Bureau
1850 Warburton Avenue
Santa Clara, CA 95050

Dear Annette,

I think of the CVB as the supplier version of me!

Third party planners provide a way for associations, corporations or even the private citizen a one stop destination to accomplish their goals. We have a wealth of knowledge and experience that we provide our clients.

The Convention and Visitors Bureaus, so the same thing for me. They save me time, energy and money! Yes, I could find what I need on the internet by searching for locations, service providers and all the other things it takes to put a meeting. And of course I do.

But more often, I pick up the phone and call my CVB representative. Many of which I have known for 15 years or more. The conversations inform me of the local availability and challenges that I will need to know to bring my client's business to that location. I have used CVBs for my last 4 meetings. In Tahoe, San Diego, Newport Beach and Monterey.

If you ever want to discuss it, just pick up the phone and call me. Nothing beats the personal connection.

Sincerely,

Cindy Miglino, CMP, CAE



and associates

Conference Management • Event Production • Incentive Travel

March 20, 2015

Ms. Annette Manhart
VP Sales Marketing
Santa Clara Convention-Visitors Bureau
1850 Warburton Avenue
Santa Clara, CA 95050

Dear Annette:

I would like to express my feelings on how much I appreciate you and your team for all your continued help and support over the years...you make my job so much easier!

I hope you know how valuable Convention-Visitors Bureau's (CVB's) are for meeting planners. As you know, Covey and Associates is a conference management and production company for over 30 years and we've produced many conferences in Santa Clara as well as globally; for corporations, associations and travel incentive markets.

In my over 30 years of experience, I have relied heavily on the CVB's domestically and in other countries. Their services are a very valuable tool for me and my clients. It allows a **one-stop, one** phone call, and send out **one** RFP to accomplish my objectives for my groups needs. This is a time saver for me and my company!

They make my job so much easier because they provide all the necessary collateral I need to promote and execute my conferences and events. They take care of my VIP's during their stay and make sure all the necessary details are taken care of prior to my groups arrival.

I know that over 80% of the successful planning companies in our industry rely heavily on CVB's because it is efficient and cost effect for them which contributes to a strong ROI for them & their company,

I look forward to a long and prosperous relationship with the Santa Clara CVB and our company for many more years.

Very truly yours,

Sharon Sanchez-Covey

Sharon Sanchez-Covey, CMP
President

March 20, 2015

Good Afternoon:

How do I start? I love CVB's and Tourism (some have changed their names too.) I use CVB's to do my job and that's all I use. I get calls from third parties all the time saying they can help me and I say **NO THANK YOU**. I work with CVB'S and I'm very happy.

When hotels call me looking for meetings and ask me to contact them I say "Are you a member of the CVB and usually because I use them so much I drop my reps name. I say if your not a member you will never see my RFP's then, because I like *One Stop Shopping* and that's what I get with using the CVB's. They send it out to all the hotels that my event could fit at. I don't have to pick up the phone and call and be put on hold and wait. They check in and make sure I've gotten proposals or ask if I've seen XYZ. They go to bat for me if I need something more at a hotel we want to go. They tell me if the area is good and if there are nearby restaurants. I always have questions. They drop off Maps etc. to hand out to our attendees.

CVB's take good care of my organization and we appreciate it so much. We wouldn't be able to get into some of the hotels they get us into. That's because they to have wonderful relationships with their hotel suppliers. I've build some wonderful relationships with my CVB's folks that they know how I am, meaning what I need, how picky I can be etc. Some of my reps I can call friends from working with them for so long and I'm sad when they move on.

Were a team. Love my CVB's

Theresa Ferrini, CGMP
Conference Planning Dept. Mgr.



Rinehart Design
and Consulting

Good Day,

I wanted to take a moment to emphasize the value of the Convention and Visitor Bureaus and Tourism Boards. I own and operate a Meeting and Event Company and offer site location services to meetings and conventions all over the country.

I usually work with the convention and visitor bureaus and tourism boards for each new city when I am booking meetings all over the country as they have a vested interest in the destination and are the experts on the area.

They help you determine the hotel properties that best fit your program, and assist in the RFP process saving me hours of time researching the city offerings and organizing and filtering the responses of the RFP. They have extensive knowledge of restaurants, offsite venues, museums, sporting arenas, destination management companies, and bus companies to name a few services I have utilized.

I have also taken advantage of marketing expertise and opportunities to partner in marketing my events through local marketing connections with the media. I utilize partnerships with restaurants that offer programs to the convention in terms of discounts for the attendees. I love to offer a information booth or marketing pos materials at my conventions and conferences such as city maps, restaurant suggestions and local activities and interests.

They are asset to any city and an extension of the city's best interest. They generate income and taxes for a city and provide revenue information after my conventions which is invaluable to my clients.

Thank You,

Robin Rinehart

Robin Rinehart

Rinehart Design and Consulting
7801 Auburn Wind Court
Citrus Heights, CA 95610

March 23, 2015

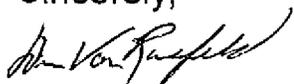
Dear City Manager, Mayor, and City Council:

My name is Don Von Raesfeld. I was the City Manager for Santa Clara for more than two decades. It has come to my attention that there is uncertainty occurring about full funding for the Santa Clara Convention Center and Convention and Visitors Bureau. I would like to strongly advocate my support to continue to fund these important assets to our City.

As far back as 1974, the City has funded a Visitors Bureau. Their purpose is to generate transient occupancy tax and sales tax to the general fund. It's a sound investment, resulting in increased spending in the hospitality community and elsewhere.

Both are needed now more than ever with the addition of Levi's Stadium. It's also not a good time to decrease funding with the Super Bowl months away. I ask you to continue the tradition of many Santa Clara leaders before you and fund the Santa Clara Convention Center and Convention and Visitors Bureau.

Sincerely,



Don Von Raesfeld

Special Meeting Date: 3.31.15

Agenda Item #: 3.B

**CALL AND NOTICE
OF SPECIAL MEETING ON
TUESDAY, MARCH 31, 2015
AT 6:00 P.M.
(CLOSED SESSION)**

TO WHOM IT MAY CONCERN:

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 ("The Brown Act") and Section 708 of the Santa Clara City Charter, the undersigned calls for a Special Meeting of the City Council of the City of Santa Clara to commence and convene on **Tuesday, March 31, 2015 at 6:00 p.m.**, in the City Hall Council Chambers for a Closed Session in the Council Conference Room located in the East Wing of City Hall at 1500 Warburton Avenue, Santa Clara, California, to consider the following matter(s) and to potentially take action with respect to them.

The following business is to be conducted at said closed session:

- CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION**
Pursuant to Gov. Code § 54956.9(d)(4) – Initiation of litigation
Number of potential cases: 1

- CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION**
Pursuant to Gov. Code § 54956.9(d)(2) – Exposure to litigation
Number of potential cases: 1
FACTS AND CIRCUMSTANCES: Pursuant to Gov. Code § 54956.9(e)(2)
1. Financial support and management of Santa Clara Convention Center

- CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION**
Pursuant to Gov. Code § 54956.9(d)(1)
Vinod K. Sharma, et al. v. Successor Agency to the Redevelopment Agency of the City of Santa Clara, et al., Sacramento County Superior Court Case No. 34-2013-80001396

Dated: March 26, 2015



Jamie L. Matthews
Mayor