

Visit Morgan Hill Minutes

Board of Directors

Michael Meredith, Chair

Chris Ghione, Treasurer

David Dworkin, Hotel Representative

Frank Leal, Community Representative

Carrie Benjamin, Sports & Recreation Representative

Edith Ramirez, Secretary

Andrew Firestone, Hotel Representative

Alexis Solis, Hotel Representative

Gene Guglielmo, Wineries Representative

Monday, April 27, 2020

11:00 a.m.

Virtual Meeting

<https://zoom.us/j/101125586>

Board Members joined remotely

- Michael Meredith
 - Chris Ghione
 - David Dworkin
 - Carrie Benjamin
 - Edith Ramirez
 - Alexis Solis
 - Gene Guglielmo
 - Frank Leal
 - Andrew Firestone (briefly joined)
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Public Attendance: John McKay, Jim Sergi

VMH Executive Director: Krista Rupp

CALL TO ORDER: Chair Michael Meredith called meeting to order at 11:06 am

PUBLIC COMMENT: No public comment received

BUSINESS ITEMS

1. [Approve Minutes for March 23rd, 2020](#)

Vote:	David Dworkin motioned approval of the March 23, 2020 meeting minutes. Chris Ghione seconded the motion.			
Yes Votes:	Alexis Solis	Carrie Benjamin	Frank Leal	Edith Ramirez
	Michael Meredith	David Dworkin	Chris Ghione	
Final Vote:	Yes: 7	No: 0	Absent: 1 (Firestone)	Abstention: 1 (Guglielmo)

No public comment

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2. [Treasurer’s Report](#)

Vote:	Carrie Benjamin motioned approval of the Treasurer’s Report. David Dworkin seconded the motion.			
Yes Votes:	Alexis Solis	Gene Guglielmo	Chris Ghione	David Dworkin
	Carrie Benjamin	Frank Leal	Michael Meredith	Edith Ramirez
Final Vote:	Yes: 8	No: 0	Absent: 1(Firestone)	

No public comment

3. Executive Director Report

Krista Rupp provided an overview of collaborative COVID-19 business support efforts of VMH.

- Partnership with City/Choose Morgan Hill and Chamber of Commerce, Downtown Association/Restaurant Group for Business Impact Survey, Business Round Tables, and Business/Employee resources; Weekly Town Hall Meetings Thursdays 5:30pm
- Business impact survey result attachment
- Updated <https://www.visitmorganhill.org/covid19> information pages - Public Health, Business Resources (local and tourism focused), and What's Open - dining, services, education
- Establishing contact lists in VMH Squarespace web and email marketing account.

Krista shared the TOT penalty waiver provided by City of Morgan Hill and that it does not apply to TBID.

The Tourism Round Table webinar had 40 attendees. Major takeaways are that there is a need for hospitality and tourism industry to be at the table regarding plans for reopening. CalTravel is working on this at the State level. Andrew Firestone shared a letter, that hotels are implementing safety protocols. County Supervisor Mike Wasserman shared during a Q&A Session last week, put on by the Chamber, that the County Public Health department puts out orders to the public and that there is a business liaison email to send questions and comments to. Anyone wanting that please inquire with Krista. Or send comments to Krista to forward. Other Tourism Round Table takeaways were that there needs to be effort at the micro level (local business support) as well as macro (sales and marketing). Many ideas for local engagement. One is supply masks to local hospitality businesses (such as restaurants). The Chamber made outreach to a small number of restaurants and has a local church providing a small quantity of handmade masks via donation. VMH sent out an inquiry to a wider list of restaurants and has 7 that have requested assistance acquiring masks and or gloves. Edith Ramirez shared that the City is has regulations on acquiring PPE. Krista shared price quotes of \$1.50 per disposable mask and \$6-7 per reusable fabric masks. Discussion to continue with Executive Director report and make a motion regarding masks at the end of Executive Director report.

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Krista Rupp shared event postponements/cancellations. 2 soccer RFPs for 2021 and beyond under review. Boots and Brews postponed until September 19th, pending distancing orders. Chamber’s Friday Music Series anticipated June 12th but also awaiting distancing orders. Same for 4th of July festivities – there will be a celebration but what that looks like is yet to be determined. Taste of Morgan Hill is also “wait and see.”

Sponsorship funding request parameters were requested at the last board meeting. Krista Rupp presented a draft sheet including copy and instructions for funding request submissions. The document contained a matrix for identifying alignment of the request with Visit Morgan Hill goals. Edith Ramirez shared that due to COVID-19 related decrease in budget and pending strategic plan that requests will need to show a room night generation. Krista shared this document would be something to keep on hand long term. Frank Leal shared that the City and County should partner on wedding and event venues, as he is seeing this market bounce back. Gene agreed and added that events will follow Public Health orders and that the Wine Institute is working with officials.

Krista Rupp shared that the Strategic Plan contract was confirmed at a 50% reduction in fees. Work is underway to distribute a survey and conduct focus groups to validate Morgan Hill tourism assets and positions. Survey will go out to approximately 200 tourism stakeholders. There are 6-8 marketing positions to be verified through stakeholder engagement such as weddings/social events, visiting friends and relatives, and getaway weekends. Andrew Firestone was on briefly and stated appreciation of the reduction in contract fee. Krista also shared the project calendar and noted that progress would be shared with the Board for the next meeting.

Krista shared a financial projection document based on conservative TBID revenue estimates for the forthcoming months. Andrew Firestone asked if a vote was needed for this meeting as he had to leave meeting.

Krista continued to introduce Branding Project item, however Chair Michael Meredith noted that we would go back to item #3 for discussion of the mask item. Discussion to extend the offer of supplying masks and gloves to hotels, restaurants and wineries. Michael Meredith asked Gene and Frank if they need masks. Gene and Frank shared that they have masks for approximately 20 and 30 staff, respectively.

Vote:	Michael Meredith motioned to approve a budget of up to \$5000 for Visit Morgan Hill Executive Director to collaboratively with other organizations or individually purchase and deliver masks and or gloves PPE, to essential hospitality businesses that need them, such as hotels, restaurants, event venues and to leverage the safety message through social media. Gene Guglielmo seconded.			
Yes Votes:	Alexis Solis	David Dworkin	Chris Ghione	Frank Leal
	Carrie Benjamin	Andrew Firestone	Edith Ramirez	Michael Meredith

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Final Vote:	Yes: 8	No: 0	Absent: 1 (Firestone)	
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Public comment opened. Krista Rupp asked for Board volunteers for guidance and support in the project logistics. Michael and Alexis offered, and Edith to continue the collaborative effort as well.

4. VMH Branding

Krista Rupp provided an overview of the need for branding elements to successfully market Morgan Hill when the time is right. With the savings from the strategic plan cost reduction, there is an opportunity to put funds toward branding. The effort would run parallel to the strategic planning effort. An RFP went out and there were 8 proposals. The proposals were strong and were ranked in ten categories. One agency stood out because of the quote. Edith commented excitement for the brand project. Other quotes were in the \$20,000-\$25,000 range for similar quality. John McKay commented that he appreciates considering local companies. Michael shared that an outside perspective can be good too. David Dworkin commented the pricing is attractive and that a subcommittee could be helpful. Gene commented that the project is important. Frank was asked to comment but was no longer in the meeting. Michael commented that the urgency is understood but not to rush a decision. He further commented on the need to make a vote due to the meeting going over and individuals needing to jump off. Chris agreed that more review needed.

Vote:	Michael Meredith motioned to table the branding project and assign a subcommittee and potential special board meeting. Edith Ramirez seconded.			
Yes Votes:	Chris Ghione	Gene Guglielmo	David Dworkin	Edith Ramirez
	Michael Meredith			
Final Vote:	Yes: 5	No: 0	Absent:4 (Firestone, Leal, Benjamin, Solis)	

Further comment by Michael Meredith to nominate Frank, Edith, and Carrie and himself for brand subcommittee/taskforce to review proposals. Krista Rupp to follow up.

5. Future Meeting Dates & Locations

May 25, 2020	Remote TBD
June 22, 2020	Remote TBD
July 27, 2020	Remote TBD

FUTURE AGENDA ITEMS/TOPICS

- May Meeting:

ADJOURN: Meeting adjourned by Chair Meredith at 12:47 pm