

VISIT  
**MORGAN HILL**

# Board Meeting

February 26, 2024



# Board Terms

	Appointment Term 2023	Appointment Term 2024	Appointment Term 2025
	N/A	N/A	N/A
City	Edith Ramirez	Edith Ramirez	
	N/A	N/A	N/A
City	Chris Ghione	Chris Ghione	
	2023-2025	2023-2025	2025-2027
Hotel	Michael Meredith	Michael Meredith	
	2023-2025	2023-2025	2025-2027
Hotel	Alexis Solis	Alexis Solis	
	2023-2025	2023-2025	2025-2027
Wine	Gene Guglielmo	Gene Guglielmo	
	2023-2025	2023-2025	2025-2027
Sports	Doug Hall	Doug Hall	
	2023-2024	2024-2026	2024-2026
Hotel	David Dworkin	HOTEL TBD	
	2023-2024	2024-2026	2024-2026
Hotel	Bina Roy Desai	Bina Roy Desai	Bina Roy Desai
	2023-2024	2024-2026	2024-2026
Community	John McKay	John McKay	John McKay

# NBC Universal California LIVE

Custom-produced 2:30 minute feature on Morgan Hill, blended organically into the format of the show!

Additional :15-:30 tune-in promos round out the media plan.

## Media Plan

- :15 & :30 co-branded tune-in promos
- Guaranteed 977.5K impressions ages 35-64
- Sacramento, Bakersfield, Fresno, Monterey, Reno, LA, San Diego, Vegas, Portland
- Client owns final product for own use

Station	Time	Days	Program Name	Length
KNTV	11:30a-12:00p	Mo-Fr	CALIFORNIA LIVE	:15
KNTV	11:30a-12:00p	Mo-Fr	CALIFORNIA LIVE VIGNETTE	:120
KNTV	11:30a-12:00p	Mo-Fr	CALIFORNIA LIVE VIGNETTE Re-Air	:120
KNTV	5:00a-6:00a	Mo-Fr	TODAY IN THE BAY 5AM	:15
KNTV	5:00a-6:00a	Mo-Fr	TODAY IN THE BAY 5AM	:30
KNTV	6:00a-7:00a	Mo-Fr	TODAY IN THE BAY 6AM	:15
KNTV	7:00a-9:00a	Mo-Fr	TODAY SHOW	:15
KNTV	10:00a-3:00p	Mo-Fr	10A-3P M-F ROTATOR	:30
KNTV	11:00a-11:30a	Mo-Fr	NBC BAY AREA NEWS AT 11AM	:30
KNTV	1:00p-2:00p	Mo-Fr	ACCESS DAILY	:30
KNTV	2:00p-3:00p	Mo-Fr	RACHAEL RAY	:15
KNTV	6:00a-7:00a	Sun	SUNDAY TODAY	:15
KNTV	7:00a-8:00a	Sun	TODAY IN THE BAY SUNDAY	:15

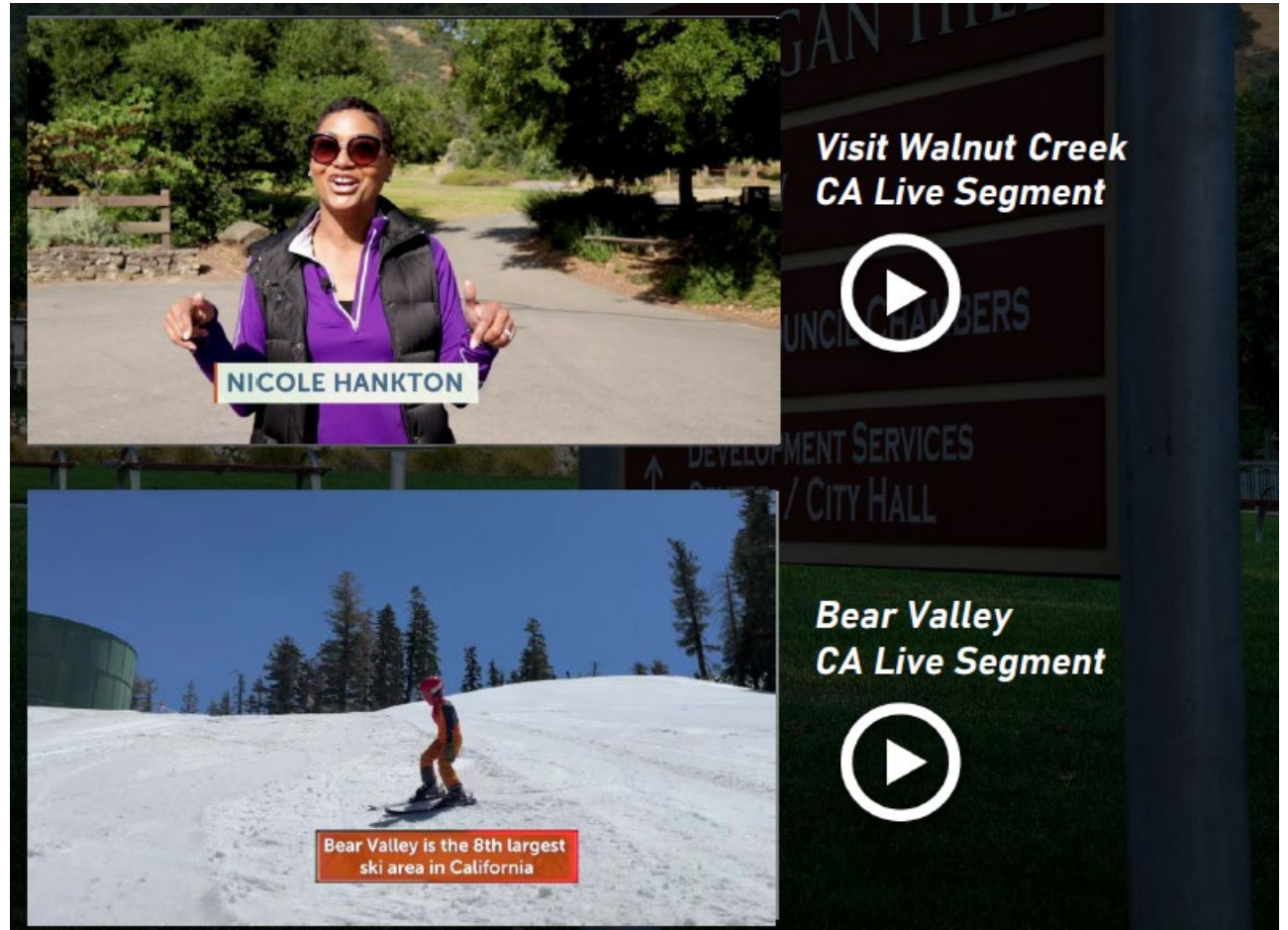
# Examples

## Walnut Creek

<https://app.frame.io/presentations/2e12583f-754f-4f6e-8e00-8841ea0d6fa7>

## Bear Valley

<https://app.frame.io/presentations/8215b80d-f8d1-47ab-9f3f-4c26269f66c7>





# BRAINSTORM

MESSAGING	3 FILM LOCATIONS	HOST & GUESTS
<ul style="list-style-type: none"><li>• Target Launch (Feb-Mar)</li><li>• Destination Awareness</li><li>• Brand Pillars</li><li>• Timely News</li></ul>	<ul style="list-style-type: none"><li>• Specific frames/backdrops</li><li>• Ease of coordination</li><li>• <i>Keep in mind we can use existing B-Roll &amp; VO to cover what is not filmed</i></li></ul>	<ul style="list-style-type: none"><li>• Local personality</li><li>• Cameo for interest</li></ul>

# MESSAGING

Destination Awareness | Brand Pillars | April-May Timely News

LOCATION/CONVENIENCE  
CHILL, RELAXED GETAWAY  
BRAND VIBE

- UPSCALE SUBURBAN/RURAL
  - CULINARY, AG, WINE
- DOWNTOWN, MARKETS, FESTIVALS
  - RECREATION/SPORTS

# FILM LOCATIONS

**Top 3 Locations | Specific Backdrops | Coordination**

**EL TORO VIEW SUNSWEET ROOFTOP  
VILLA MIRA MONTE  
MHOSC  
ORCHARD OR VINEYARD  
POPPY JASPER GARGAGE & HERITAGE OAK  
CITY HALL SCULPTURE**



# HOST & GUEST APPEARANCES

Host Presence | Local Personalities | Cameos

**VMH HOST**  
**LOCAL BUSINESSES**  
**CELEBRITY**  
**MASCOT**