

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, June 22, 2020

11:00 a.m.

Virtual Meeting

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

Board Members joined remotely:

- Michael Meredith
 - Chris Ghione
 - David Dworkin
 - Edith Ramirez
 - Alexis Solis
 - Gene Guglielmo
 - Frank Leal
 - Andrew Firestone
 - Carrie Benjamin
-

Public Attendance: John McKay, Stacy Giannini

VMH Executive Director – Krista Rupp

JLL – Bethanie DeRose, Daniel Fenton

Paper Moon Creative – Raneé Ruble-Dotts

CALL TO ORDER: Chair Michael Meredith called meeting to order at 12:06 am

PUBLIC COMMENT: None

BUSINESS ITEMS:

1. Executive Director Current Projects Report

Executive Director shared that Strategic Plan and Brand Projects well underway, with further presentation at the July 27th board meeting. Report on social media, packaging effort, and budget to come. ED shared that there is an opportunity for VMH to sponsor an upcoming soccer goalie event at the MHOSC. Sponsorship entails destination promotion. Item for Board

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awareness and comment. Commitment of sponsorship funds falls with ED spending authority, strategy, and CDC/County distancing guidelines.

Board Comments: The following board members shared support and enthusiasm for opportunity: Chris Ghione, Edith Ramirez, Gene Guglielmo. Alexis Solis commented on hotel rooms being trackable. Andrew Firestone and Michael Meredith expressed wanting a refund clause in contract should COVID-19 related orders force event to cancel.

Public Comments: NA

2. Logo and Brand Presentation

Executive Director and Paper Moon Creative presented logo and brand purpose, guidance to date, outlying brand issues, round 2 mockups, and goal for the meeting and decision process. Board members commented throughout presentation of 5 logo designs.

Board Comments: Various board thoughts on uses, impact, and resonating with demographics. Options B-2 and A-2 garnered most noted interest, although others were liked. B-2 and A-2 noted for their impact and recognition. Not one consensus on a logo. Discussion on color. Monograms not connecting, and “lock-up” versions not cohesive. David Dworkin reinforced that MoHi gives a cannabis message. Andrew Firestone posed can we force a nickname without earning it. Comments that MoHi is a local winery brand which poses conflict. Frank Leal shared interest in appealing to 21-25 age group with Carrie Benjamin echoing a young edgy design desired.

Public Comments: Paper Moon Creative shared that B-2 in professional opinion is strongest, with nod to ag history and modern take. The H provides a friendliness and landscape/hill nod. Dan Fenton asked for research influencing design. John McKay shared that the designs were new and fresh and that this is the logo and not just campaigns. B-2 was his favorite and A-2 was least favorite. The angled designs were dynamic and provide interest.

3. Board Direction on Logo Revisions

Vote:	Edith Ramirez motioned to authorize ED 2 weeks and increased project scope budget to bring a plan for further brand focus group research to subcommittee. Gene Guglielmo seconded the motion.			
Yes Votes:	Michael Meredith	Frank Leal	Chris Ghione	
Final Vote:	Yes: 5	No: 1 Andrew Firestone	Abstain: 3 David Dworkin, Carrie Benjamin, Alexis Solis	

Board Comments: Perspectives shared that without consensus, more time needed for testing concepts with target markets. Michael Meredith asked if this would delay. ED responds yes, implementation of programmatic marketing for benefit of local tourism

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economy will be delayed without logo/brand. Gene Guglielmo and Frank Leal commented more time needed. Andrew Firestone shared that enough time and research has been put into consideration for logo vote today and that he would step down from sub-committee. David Dworkin volunteered for sub-committee position. Chris Ghione commented that the MoHi conversation should come back to the Board for decision, not to be made by sub-committee. Discussion that additional effort will increase expense for design work.

Public Comments: ED commented MoHi provides some challenges, so using it must be more compelling and effective than the risk to VMH relationships.

4. MoHi Place-branding Partnership Opportunity

Edith Ramirez shared that the City of Morgan Hill is implementing a project as part of their Business Recovery Plan to provide grant funding to businesses for placemaking efforts included but not limited to murals, lighting, patio enhancements, or other visual improvements to businesses utilizing sidewalk or parking lot spaces for service. This was an informational item for VMH awareness of program, consideration of relation/value to VMH efforts, and possible addition to July 27 board meeting for vote to donate funds.

Board Comments: Chair Meredith acknowledged the project.

Public Comments: N/A

UPCOMING MEETINGS

July 27, 2020	Remote
August 24, 2020	TBD Physical Location: Options: 1. City Hall, 2. Guglielmo Winery, 3. Hampton Inn
September 28, 2020	TBD
Annual Symposium	TBD

FUTURE AGENDA ITEMS/TOPICS

- July Board Meeting – Strategic Plan Presentation (Final Draft); Branding Update
- August Board Meeting – Strategic Plan Finalized

ADJOURN

Chair Meredith adjourned at 1:55 pm