

# 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, July 27th, 2020**

**11:00 a.m.**

Virtual Meeting

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

Board Members joined remotely:

- Chris Ghione
  - David Dworkin
  - Alexis Solis
  - Andrew Firestone
  - Carrie Benjamin
  - Absent: Michael Meredith, Edith Ramirez, Gene Guglielmo, Frank Leal
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Public Attendance: Brittney Sherman – Chamber of Commerce, Bethanie DeRose – JLL, Dan Fenton – JLL, John McKay, Mattie Scariot – PJIFF, Bina Roy Desai – Holiday Inn Express, Brian Sullivan, Comfort Inn

VMH Executive Director – Krista Rupp

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**CALL TO ORDER:** Board Treasurer Chris Ghione called meeting to order at 11:09 am, in Chair Meredith's absence.

**PUBLIC COMMENT:** N/A

## **BUSINESS ITEMS:**

- 1. Approve Minutes for June 22, 2020**
- 2. Approve Minutes for July 15, 2020**
- 3. Approve Treasurers Report – June**

<b>Vote:</b>	Andrew Firestone motioned for approval of agenda items 1-3; Carrie Benjamin seconded the motion.			
<b>Yes Votes:</b>	Chris Ghione	David Dworkin	Alexis Solis	
<b>Final Vote:</b>	Yes: 5	No: 0	Absent: Michael Meredith; Frank Leal; Edith;	

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			Ramirez; Gene Guglielmo	
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Board Comments: NA

Public Comment: NA

## **4. Executive Director Report**

ED Krista Rupp presented a status update on Strategic Plan & Brand projects, projected annual income and expense budgets, leads, social media, and partnerships/community relations.

Board Comment: Andrew Firestone & David Dworkin commented positively on budget and ability to maintain progress and hit the ground running. Chris Ghione suggested a formal budget be adopted by the Board at a future meeting and that there is a healthy reserve to pull from. Andrew supported being able to respond to future leads, particularly as sports leads ramp up. Andrew commented that Instagram messaging of “visit safely and outside” is working well for Visit Santa Barbara.

Public Comment: Krista Rupp shared that income will be monitored and that budget will be fine tuned as strategic plan is finalized. Bina Roy Desai asked if Facebook is part of social plan. Krista shared that yes, after the strategic plan and brand projects are complete, additional platforms and effort in social media will take place.

## **5. Chamber Presentation – City Placemaking/Art Activation**

Chamber of Commerce President CEO Brittney Sherman presented an opportunity for Visit Morgan Hill to partner on an art installation grant match effort. The activation encompasses local artist rendered sidewalk “cards” reminiscent of a Monopoly board game, offering wayfinding to businesses and points of interest. An ask for partnership of \$1000 from Visit Morgan Hill sponsoring 7 sidewalk cards was asked.

Board Comment: Andrew Firestone asked for clarification of when activation needs to begin and if artist is ready. Alexis Solis commented that effort will be engaging for front desk agents to share with guests. Chris Ghione asked for clarification on locations available and if marketing URLs or QR codes is allowed. David asked if local retailers are participating. Chris shared there is good downtown press right now. Chris asked ED to make a recommendation.

Public Comment: John McKay asked if individual squares can be purchased by individual resident sponsors. Brittney Sherman shared that some locations at Morgan Hill shopping centers will need approval by the property management companies. Sidewalk cards could lead to local restaurant/retailer specials, and that large businesses are being engaged for sponsorship. Downtown Association has committed to 7 squares and Wineries of Santa Clara Valley are considering. ED recommended VMH participate. David Dworkin commented he’d like to see what other Board members have to say.

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<b>Vote:</b>	Andrew motioned to approve VMH sponsorship of \$1000 for City Placemaking in partnership with Chamber of Commerce. Carrie Benjamin seconded.			
<b>Yes Votes:</b>	David Dworkin	Alexis Solis	Andrew Firestone	Chris Ghione
<b>Final Vote:</b>	Yes: 5	No: 0	Absent: Michael Meredith; Frank Leal; Edith Ramirez; Gene Guglielmo	

### **6. Strategic Plan Presentation**

Bethanie DeRose and Dan Fenton of JLL, shared a status update, attractor scale review, strategic priorities overview, and next steps for the destination strategic plan.

Board Comments: Chris Ghione shared importance of vision statement for the future. Andrew Firestone shared that the priorities look great and that VMH as a product development role for events/festivals as “lead a horse to water” and to demonstrate how MH can be a better visitor destination. Chris said its not just about new events, but more importantly enhancing existing events and how to prioritize which ones to invest in. Chris suggested each Board member have plenty of time to review draft and understand at more than just surface level as presented today.

Public Comments: Dan Fenton elaborated that the priorities are not about general awareness, but more targeted efforts of content around themes , that the strategy is for VMH to help events grow as visitor attraction and ways to track overnights, for the long term. Strategy to help guide the budget development and investment of time and resources in each area and development of metrics for progress in each priority. Brittney Sherman noted special events, such as weddings, and meetings were missing from priorities list. Bethanie DeRose commented that those will fall within Business Development in the full plan. Dan and Bethanie also reinforced willingness of JLL and ED Krista Rupp to meet with Board members one on one or in workshop setting to “roll up sleeves” and delve deeper into understanding plan. Krista shared that there are 40-60 pages of info and the expectation is not that board members will edit each line, but after understanding the content, to examine and provide feedback for the overarching strategic goals and priorities. Bethanie said Board could expect the draft within 2 weeks.

### **7. Future Meeting Dates & Locations**

August 24, 2020	Remote
September 28, 2020	TBD
Annual Symposium	TBD

Board Comments: N/A

Public Comments: N/A

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## FUTURE AGENDA ITEMS/TOPICS

August Board Meeting – Strategic Plan Adoption, Logo Adoption

Board Comments: Andrew Firestone asked for a restate of the logo and brand project status. Krista Rupp commented that the committee was delayed by a member resignation and family emergency but is regrouping. Andrew commented on the importance of maintaining progress and not getting paralyzed in this effort. He asked that an update to the Board, at the very least by email, be made in two weeks' time. Chris Ghione and ED Krista agreed that could be done. David Dworkin stated he is ready to go with the committee and suggested Andrew rejoin the committee, which he accepted.

Public Comments: Bethanie DeRose commented that JLL & ED are happy to put together a brief of the market study findings that are relevant to the branding process.

## ADJOURN

Adjourned by Ghione at 12:43 am