

# 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
  - Absent: Carrie Benjamin
- 

Public Attendance:

VMH Executive Director – Krista Rupp

JLL – Bethanie DeRose, Daniel Fenton

Paper Moon Creative – Raneë Ruble-Dotts

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

**PUBLIC COMMENT:**

**BUSINESS ITEMS:**

**1. Approve Minutes for May 18th, 2020**

|                   |  |                  |            |               |
|-------------------|--|------------------|------------|---------------|
| <b>Vote:</b>      | Gene Guglielmo motioned approval of the May 18, 2020 meeting minutes. Edith Ramirez seconded the motion. |                  |            |               |
| <b>Yes Votes:</b> | Chris Ghione   | Andrew Firestone | Frank Leal | David Dworkin |
|                   | Alexis Solis   | Michael Meredith |            |               |

## Visit Morgan Hill Minutes

|                    |        |       |                         |  |
|--------------------|--------|-------|-------------------------|--|
| <b>Final Vote:</b> | Yes: 8 | No: 0 | Absent: Carrie Benjamin |  |
|--------------------|--------|-------|-------------------------|--|

Board Comments: NA

Public Comment: NA

### 2. Treasurer’s Report

|                    |   |                  |                         |              |
|--------------------|---|------------------|-------------------------|--------------|
| <b>Vote:</b>       | Andrew Firestone motioned approval of the Treasurer’s Report. Gene Guglielmo seconded the motion. |                  |                         |              |
| <b>Yes Votes:</b>  | Edith Ramirez   | Alexis Solis     | Frank Leal              | Chris Ghione |
|                    | David Dworkin   | Michael Meredith |                         |              |
| <b>Final Vote:</b> | Yes: 8  | No: 0            | Absent: Carrie Benjamin |              |

Board Comment: NA

Public Comment: NA

### 3. Delegation of Spending Authority for ED

|                    |   |                  |                         |                |
|--------------------|---|------------------|-------------------------|----------------|
| <b>Vote:</b>       | Edith Ramirez motioned approval of the Spending Authority Policy. Andrew Firestone seconded the motion. |                  |                         |                |
| <b>Yes Votes:</b>  | Frank Leal  | Alexis Solis     | David Dworkin           | Gene Guglielmo |
|                    | Chris Ghione  | Michael Meredith |                         |                |
| <b>Final Vote:</b> | Yes: 8  | No: 0            | Absent: Carrie Benjamin |                |

Executive Director Proposed Spending Authority Policy would allow VMH to be more flexible and not have to wait until regular Board meetings if there’s obvious support on an initiative. It is an interim policy until a formal plan and budget can be approved in the future.

Board Comments: Andrew Firestone asked if spending would be shared at next Board meeting. Executive Director responded yes. Gene Guglielmo asked for clarification of who Executive Committee is. ED shared officers Meredith, Ramirez and Ghione. Chris asked for clarification of term of the policy, given VMH will have an annual budget.

Public Comments: NA

### 4. Strategic Plan & Branding Progress Presentation

Executive Director, JLL, and Paper Moon Creative shared updates on work completed and next steps for the destination strategic plan and branding projects.

|                   |   |              |                  |            |
|-------------------|---|--------------|------------------|------------|
| <b>Vote:</b>      | Edith Ramirez motioned to set up subcommittees for both the strategic plan and branding projects, respectively, for Board engagement in project next steps. Gene Guglielmo seconded the motion. After discussion, the motion edited to remove the need for a strategic plan subcommittee, with Board leveraging Executive Committee for that purpose. |              |                  |            |
| <b>Yes Votes:</b> | David Dworkin   | Alexis Solis | Andrew Firestone | Frank Leal |

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|                    |              |                  |                         |
|--------------------|--------------|------------------|-------------------------|
|                    | Chris Ghione | Michael Meredith |                         |
| <b>Final Vote:</b> | Yes: 8       | No: 0            | Absent: Carrie Benjamin |

Board Comments: Edith Ramirez asked if there is a timeline for strategic plan completion and if partnership will be considered in the plan. JLL’s Bethanie DeRose answered yes to both. Andrew Firestone, Edith Ramirez, and David Dworkin commented that the strategic plan results to date are on target. Edith asked for clarification on the August completion date of strategic plan. JLL commented that the July Board meeting would finalize the plan, but final delivery to board would be August. JLL Dan Fenton commented that Attractor Scale could be longer term tool for development. Michael Meredith asked for short term planning perspective, given plan finalized and implemented starting September. From research conducted so far, Visit Morgan Hill should be able to engage in initiatives that align with draft plan in the short term if needed.

Discussion in branding presentation included commentary on comparative destination logos, likes and dislikes, and depictions of logo including “Visit” and “California” identification. Clean lines, modern, minimal, and applicable to different “CTAs” were noted as preferred. Monogram or stamp for impact versus busy iconography was preferred. The need to capture destination essence and evolution was discussed and establishing own identity. Formation of subcommittees for board engagement on next steps of the projects was discussed. Andrew Firestone, Frank Leal, and Edith Ramirez volunteered for Branding Subcommittee. The strategic plan draft discussed as not needing a formation of a subcommittee, but to leverage Executive Committee for guidance as needed.

Public Comments: Krista thanked the Board and subcommittee volunteers, as well as JLL and Paper Moon Creative for working through this unusual time and keeping the projects going.

### **5. Special Board Meeting Date for Brand Logo Review**

Paper Moon Creative and Executive Director shared the need for a special board meeting for 2<sup>nd</sup> round logo mockup review mid-July. Chair Michael Meredith called a special board meeting for July 15<sup>th</sup>, 2020 at 12:00 pm – TBD (1-1.5 hours).

Board Comments: Subcommittee attendance at this Board meeting will be important to share initial logo review commentary.

Public Comments: NA

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

|              |  |
|--------------|--|
| <b>Vote:</b> | David Dworkin motioned approval of the adjusted future meeting date calendar.<br>Gene Guglielmo seconded the motion. |
|--------------|--|

## Visit Morgan Hill Minutes

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|--------------------|------------------|---------------|-------------------------|------------------|
| <b>Yes Votes:</b>  | Andrew Firestone | Frank Leal    | Alexis Solis            | Michael Meredith |
|                    | Chris Ghione     | Edith Ramirez |                         |                  |
| <b>Final Vote:</b> | Yes: 8           | No: 0         | Absent: Carrie Benjamin |                  |

|                      |  |
|----------------------|--|
| July 15, 2020 @ 12pm | Remote; Special Meeting  |
| July 27, 2020        | Remote   |
| August 24, 2020      | TBD Physical Location: Options: 1. City, 2. Guglielmo Winery, 3. Hampton Inn |
| September 28, 2020   | TBD  |
| Annual Symposium     | TBD  |

Board Comments: Chair Meredith noted physical locations still undetermined; and asked for clarification on the Symposium item. Executive Director shared to think about a strategic plan and brand completion reveal to community, and that it may not take form of a physical event. Secretary Ramirez commented to discuss at forthcoming board meeting (August) and to align with strategic plan on location, details.

Public Comments: JLL Bethanie DeRose commented that July board meeting consider allowing 2 hours for presentation of destination strategic plan.

### **FUTURE AGENDA ITEMS/TOPICS**

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

### **7. Closed Session: Discuss Performance**

Executive Director departed Zoom meeting, designating host controls to Michael Meredith at approximately 1:00 pm.

### **ADJOURN**