

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, May 18, 2020

11:00 a.m.

Virtual Meeting

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

Board Members joined remotely

- Michael Meredith
 - Chris Ghione
 - David Dworkin
 - Carrie Benjamin (departed 11:30 am)
 - Edith Ramirez
 - Alexis Solis
 - Gene Guglielmo
 - Frank Leal (late)
 - Andrew Firestone (briefly joined near end)
-

Public Attendance: none

VMH Executive Director: Krista Rupp

CALL TO ORDER: Chair Michael Meredith called meeting to order at 11:03 am

PUBLIC COMMENT: No public comment received

BUSINESS ITEMS

1. Approve Minutes for April 27, 2020

Vote:	David Dworkin motioned approval of the April 27, 2020 meeting minutes. Gene Guglielmo seconded the motion.			
Yes Votes:	Alexis Solis	Carrie Benjamin	Edith Ramirez	Chris Ghione
	Michael Meredith			
Final Vote:	Yes: 7	No: 0	Absent: 2 (Firestone, Leal)	

No Public Comment

Visit Morgan Hill Minutes

2. Treasurer's Report

Vote:	Carrie Benjamin motioned approval of the Treasurer's Report. Edith Ramirez seconded the motion.			
Yes Votes:	Alexis Solis	Gene Guglielmo	Chris Ghione	David Dworkin
	Michael Meredith			
Final Vote:	Yes: 8	No: 0	Absent: 2 (Firestone, Leal)	

Public Comment: Krista Rupp shared the February TBID income was about \$10,000 after City repayment, for approximately \$19,000 collected. Krista noted that March TBID income is at roughly \$22,000, for approximately \$13,000 income after the City repayment. May is the last City repayment installment.

3. Strategic Plan & PPE Donation Update

Executive Director Krista Rupp shared that a survey has gone out for strategic planning. Also, 5 strategic planning focus groups were conducted last week for 40 participants. Follow up one on one calls scheduled for 20+ more- Board, City Council, City Planning Commission, and other community members not available for focus group or those who had more to share beyond focus groups. Findings to be presented to Board in June for vetting and input opportunity.

PPE donations have started going out. Approximately 1000 masks and gloves delivered to 15 businesses. Well received. One hotel expressed that they are having trouble finding hand sanitizer. Krista stated that VMH still has stock of PPE and distribution will continue to take requests as businesses assess their reopening and staffing protocols.

Comments: Michael Meredith asked what type of business is having trouble obtaining hand sanitizer. Krista stated hotel. Meredith shared that they have vendor contacts with supply. David Dworkin noted that DFW and HD Supply are good contacts for EcoLab products. Meredith noted supply is opening but that there are still some service gaps. Michael Meredith noted that social media efforts to be executed as part of the strategic plan.

4. Office Space Contract

Krista Rupp shared that at the February Board Meeting, office space location scenarios for VMH were presented and the Board approved renting office space from the City of Morgan Hill. Krista shared that COVID-19 delayed the contracting process but that the City has now delivered a rental contract for review. The rate for office space is \$100 per month. This is an informational item for the Board and no approval or vote needed. Chair Meredith confirmed with Secretary Ramirez that this is an informational item. Comment that this is a great deal for office space.

5. Authorize ED & Secretary to Execute Brand Contract

Visit Morgan Hill Minutes

Michael Meredith opened the agenda item by sharing that a subcommittee was formed to review the brand project and proposals. Turned over to Krista Rupp who shared that per the last board meeting, the subcommittee was formed. A subcommittee meeting was held where they reviewed the proposal selection process, how the finalist Paper Moon Creative was determined, and what would be provided to the agency to execute the project. Krista also noted that the agency would be supplied with all strategic planning findings and data from stakeholder engagements to provide the community perspective and inform the brand. Gene asked to clarify who was on the subcommittee. Krista shared that it was Michael, Edith, Frank, and Carrie. Michael Meredith asked the subcommittee to share their findings with the Board. Frank Leal stated that subcommittee determined to provide agency an 80% completed idea and personally wants to see a “Stay and Play” brand message umbrella. Krista shared that the project deliverables are to include logo design, a brand style guide, and a “destination profile” collateral document. The logo design is particularly important for VMH to conduct marketing and these are all foundational items needed. With the cost of the proposal, and looking at the savings from the strategic plan, there would be more money for a recovery campaign or other marketing use if going with Paper Moon Creative. Michael shared that the other bids were around \$25,000. Paper Moon has worked with Santa Cruz and Santa Barbara Hotel Group. Michael noted that the subcommittee recommends moving forward with Paper Moon and that VMH share guidance with them for brand design. Edith Ramirez shared that Krista gave the subcommittee a rundown of the proposals received and that she didn’t know of Paper Moon but once she reviewed the submittal felt that the price was attractive (because they have low overhead) and that she is comforted that Krista has worked with them before. Their proposal showed significant experience with destination brand design and with her experience working with agencies, agrees with Frank that the agency should be provided with direction and guidance so that they are finalizing and beautifying and the process goes much quicker. Edith said she is happy to support the recommendation. Michael Meredith thanked Carrie for echoing and supporting moving forward on the vision. Michael thanked public comment from John McKay at the last Board meeting, about considering local agencies. Local agencies were considered in this proposal selection process and will be considered for any work to be done in the future. Final comments from Gene Guglielmo were that we are not solely making the decision on the price, but that it is based on the agency’s talent and ability. Chair Meredith asked for motion.

No additional comment or public comment.

Vote:	Gene motioned to authorize the Executive Director and Secretary to execute the agreement. Carrie seconded.			
Yes Votes:	Chris Ghione	Edith Ramirez	David Dworkin	Frank Leal
	Alexis Solis	Michael Meredith		
Final Vote:	Yes: 8	No: 0	Absent:1 (Firestone)	

6. Future Meeting Dates & Locations

Visit Morgan Hill Minutes

June 22, 2020	Remote TBD
July 27, 2020	Remote TBD
August 24, 2020	To Be Determined for a Physical Location: Options: 1. City, 2. Guglielmo Winery, 3. Hampton Inn

Comments: David Dworkin shared that we should consider a physical location for the August Board Meeting. Meredith asked for volunteer locations. Edith shared the City would be happy to host. Chris Ghione shared that the City is likely to have strict meeting rules due for distancing and in person meeting at City is unlikely. Gene offered Guglielmo as a venue pending further guidelines for gatherings. Michael said that Hampton Inn can be a backup as well. Agreed to note City, Guglielmo, and Hampton as tentative options for a physical meeting in August.

Final Meeting Comments:

Edith Ramirez shared that the City Economic Development office is gathering business recovery input through a City Council meeting Wednesday, the City Town Hall meeting Thursday, and there is a Business Resiliency Round Table for Restaurants tomorrow. All activities open to Board member attendance and welcomed.

Gene Guglielmo shared that the Chamber of Commerce is circulating a petition for the County. Edith Ramirez noted that the VMH Board may comment but not take any Board action. Gene clarified that his suggestion is for individual businesses to consider supporting. Michael Meredith asked for clarification on the petition. Edith shared that the Chamber is campaigning asking businesses to submit comment to the County to consider opening businesses with appropriate health protocols sooner rather than later. Edith will forward the link to the Chamber of Commerce petition.

Mr. Firestone joined.

ADJOURN: Meeting adjourned by Chair Meredith at 11:36 am