



**To:** Visit Morgan Hill Board of Directors  
**From:** Krista Rupp, Executive Director (ED)

**July 31, 2023**

**RE:** APPROVE GOVERNANCE AND BUDGET & SERVICE SECTION EDITS TO THE MHTBID MDP 2024

**BACKGROUND:** The guiding document for the MHTBID is the Management District Plan (MDP). The original MDP was drafted in 2018-2019 and includes language that may or may not be current.

**STATUS:** A new MDP will be drafted for implementation March 1, 2024. This is an opportunity to adjust and correct any issues within the body of the plan. Two changes to consider below:

- 1) Visit Morgan Hill Board Secretary, Edith Ramirez proposes to remove specific board structure in the Governance Section, but add verbiage that indicates Board must always have a Hotel representative majority and City representation:

V. GOVERNANCE (pg. 11)

A. Owners' Association The City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the MHTBID as defined in Streets and Highways Code §36612. The City Council has determined that Visit Morgan Hill (VMH) will serve as the Owners' Association for the MHTBID.

~~The VMH Board shall be comprised of at least nine (9) directors. Among the minimum nine (9) directors: • Four (4) directors shall be owners or approved managers of lodging businesses paying the MHTBID assessment; and • Two (2) directors shall be City of Morgan Hill staff members representing Community Services and Economic Development and shall be appointed by the Morgan Hill City Council; and • One (1) director shall represent a winery located in the Morgan Hill region, be in good standing with the Wineries Association of Santa Clara County; and • One (1) director shall be a representative of an entity associated with sports recreation tourism involved in Morgan Hill; and • One (1) director shall be a representative of the community at large with an interest in tourism.~~

- 2) Visit Morgan Hill Executive Director proposes to revise all occurrences of "sports facility *management*" to "sports facility *marketing*" within the Budget and Services Section and throughout the plan.

IV. BUDGET AND SERVICES

A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the City of conferring the benefits or granting the privileges. The privileges and services provided with the MHTBID funds are sales and marketing and sports facility ~~management~~ **marketing** programs available only to assessed businesses.

**RECOMMENDED BOARD ACTION**

**Approve the proposed changes to the Governance and Budget & Service Sections of the MHTBID MDP beginning March 1, 2024 forward.**

**Background Documents:** [Morgan Hill TBID Management District Plan \(MDP\)](#)