

Visit Morgan Hill Meeting Minutes

, Board of Directors

Michael Meredith, Chair

Chris Ghione, Treasurer

Bina Roy Desai, Hotel Representative

Frank Leal, Community Representative

Carrie Benjamin, Sports & Recreation Representative

Edith Ramirez, Secretary

Andrew Firestone, Hotel Representative

Karen Mendez, Hotel Representative

Gene Guglielmo, Wineries Representative

November 18, 2019

11:00 a.m.

La Quinta Inn

17043 Condit Road

Joined Remotely

- Andrew Firestone, 1601 State Street Santa Barbara, CA 93101
 - Carrie Benjamin, 408 Almaden Blvd, San Jose, CA 95110
 - Michael Meredith, 16115 Condit Road, Morgan Hill, CA 95037
-

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

Board members Ramirez and Mendez absent.

PUBLIC COMMENT:

John McKay shared with the Board that Amgen Tour of California has been cancelled for 2020. To further tourism and create overnight stays, he mentioned three things that could be done.

1. Continue the local programming/activation that goes on in support of the Tour of California (Bike movie night, community ride, first Friday bike rides, etc.)
2. Host our own bike race in Morgan Hill
3. Promote the poppy jasper film festival

NEW BUSINESS

1. Trips to Discovery: Recent Article Henry Coe Park 2 minutes

John Lang provide a brief overview of an inquiry sent to Visit Morgan Hill to help promote Morgan Hill and Henry Coe State Park. A recent online article highlighted Henry Coe as one of the Top 10 parks to visit in California.

No public comment

Vote:	Michael Meredith motioned for staff to include the online article and badging on the Visit Morgan Hill website. Gene Guglielmo seconded the motion.			
Yes Votes:	Frank Leal	Gene Guglielmo	Chris Ghione	Bina Roy Desai
	Carrie Benjamin	Andrew Firestone	Michael Meredith	
Final Vote:	Yes: 7	No: 0	Absent: 2	

Visit Morgan Hill Meeting Minutes

2. Sand Volleyball Center at Outdoor Sports Center Letter of Support

Matt Wendt, Parks and Recreation Commission spoke seeking a letter of Support for a Sand Volleyball proposal to be located at the Outdoor Sports Center. He has asked for a letter of support from the Morgan Hill Tourism Business Improvement District to present to City Council at a meeting in January 2020.

No public comment

Vote:	Frank Leal motioned that the Board should provide a letter of support to be written by Andrew Firestone. Gene Guglielmo seconded the motion			
Yes Votes:	Frank Leal	Gene Guglielmo	Carrie Benjamin	Bina Roy Desai
	Michael Meredith	Andrew Firestone		
Final Vote:	Yes: 6	No: 0	Absent: 2	Abstain: 1 (Ghione)

TRAINING

Civitas Advisors provided information and training on the Brown Act and Public Records [Link to Brown Act Presentation.](#)

BUSINESS ITEMS

3. Meeting Minutes for September 23, 2019

4. Meeting Minutes for October 4, 2019

No public comment

Vote:	Gene Guglielmo motioned approval of meeting minutes from 9/23/2019 and 10/4/2019 . Chris Ghione seconded the motion			
Yes Votes:	Frank Leal	Gene Guglielmo	Chris Ghione	Bina Roy Desai
	Carrie Benjamin	Andrew Firestone	Michael Meredith	
Final Vote:	Yes: 7	No: 0	Absent: 2	

5. Treasurer’s Report

Chris Ghione provided an overview of the Treasurer’s report.

No public comment

Vote:	Frank Leal motioned acceptance of the Treasurer’s Report . Bina Roy Desai seconded the motion			
Yes Votes:	Frank Leal	Gene Guglielmo	Chris Ghione	Bina Roy Desai
	Carrie Benjamin	Andrew Firestone	Michael Meredith	
Final Vote:	Yes: 7	No: 0	Absent: 2	

OLD BUSINESS

6. Formation Progress Update

John Lang informed that Board that Civitas has filed with the State of California Franchise Tax Board (FTB) non-profit status. Awaiting response from FTB.

Visit Morgan Hill Meeting Minutes

7. Strategic Plan Progress Update

Dan Fenton from JLL provided the Board an update on the survey instrument that is a follow up from the Tourism Symposium. Anticipates having survey out at the beginning of December. JLL will build a database of participants that they can engage throughout the process (receive updates). Dan commented that the bigger reach of the survey leads to better results and outcomes.

Public Comment

Brittney Sherman with the Chamber of Commerce asked questions related to the distribution of the survey and suggested that the Chamber, Historical Society and City's 411 e-newsletter would be good vehicles to further disseminate the survey. Board member Bina Roy Desai asked about regional participation on the survey.

Item was informational only and no action was taken.

8. Debrief of Tourism Symposium/Next Steps

John Lang showed the Board the [notes from the Tourism Runway](#). Dan Fenton commented that the notes will help inform the survey process.

John Lang also shared a draft video synopsis of the Tourism Symposium from October 28, 2019. Item was informational only and no action was taken.

9. Debrief on Community Foundation 2019 Philanthropy night

Item was informational only and no action was taken.

ADJOURN TO CLOSED SESSION 12:24 pm

PUBLIC EMPLOYEE APPOINTMENT (Gov. Code section 54957(b)(1).) Title: Executive Director

RECONVENE OPEN SESSION 12:53

Report out of Closed Session

MHTBID has accepted the resignation of the executive director and will be working with a subcommittee of the Board and JLL in looking for a new executive director.

10. Future Meeting Dates & Locations

January 27, 2020	Holiday Inn Express
February 24, 2020	Hampton Inn & Suites
March 23, 2020	Guglielmo Winery

ADJOURNED at 1 pm