

Visit Morgan Hill Board Minutes

Board of Directors

Michael Meredith, Chair, Hotel Representative
Chris Ghione, Treasurer, City Representative
Edith Ramirez, Secretary, City Representative
David Dworkin, Hotel Representative
Doug Hall, Community Representative

Andrew Firestone, Hotel Representative
Alexis Solis, Hotel Representative
Gene Guglielmo, Wineries Representative
Carrie Benjamin, Sports & Recreation Rep

Monday, January 25th, 2021

11:00 a.m.

Virtual Meeting*

Zoom

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

Phone

+16699009128,,101125586# US (San Jose)

Public Participation: In accordance with Executive Orders N-25-20, N-29-20, and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. The Order will be addressed in the following ways: Members of the public may not physically attend meetings at the Morgan Hill City Council Chamber.

CALL TO ORDER Mr. Meredith called to order at 11:05 am

ROLL CALL Board Members All Present

Public Present: John Lang, John McKay, Nick Gaich, Kathy Sullivan, Mattie Scariot

PUBLIC COMMENT: Each speaker is limited to three minutes of public comment for items not on the agenda. Public comment for each item will be called for separately and is also limited to 3 minutes per speaker.

Mattie Scariot shared an update on PJFF 2021, Press Release

Nick Gaich expressed thanks to VMH for local business/restaurant support

BUSINESS ITEMS

1. Approve Minutes for October 2020

2 minutes

Vote:	Motion: David Dworkin Second: Carrie Benjamin			
Yes Votes:	Doug Hall	Gene Guglielmo	Andrew Firestone	Edith Ramirez
	Chris Ghione	Alexis Solis	Michael Meredith	
Final Vote:	Yes: 9	No: 0	Absent: 0	Abstain: 0

No Board or Public Comment

2. Approve Treasurer's Report Oct, Nov, Dec 2020

2 minutes

Vote:	Motion: Gene Guglielmo
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	Second: Edith Ramirez			
Yes Votes:	Doug Hall	Andrew Firestone	Carrie Benjamin	Chris Ghione
	David Dworkin	Alexis Solis	Michael Meredith	
Final Vote:	Yes: 9	No: 0	Absent: 0	Abstain: 0

No Board or Public Comment

3. Board Appointments 2021-2023

10 minutes

Vote:	Motion to approve 4 board members with ending terms to continue new 2 year terms made by Doug Hall			
	Second: David Dworkin			
	Gene Guglielmo	Andrew Firestone	Edith Ramirez	Chris Ghione
	Carrie Benjamin	Alexis Solis		
	Yes: 8	No: 0	Absent:	Abstain: (1) Michael Meredith

Board Comment: Edith shared process information.

Public Comment: Krista shared Board Appointment process and indicated 4 seats expiring: Andrew Firestone, Gene Guglielmo, Carrie Benjamin, Michael Meredith. All willing to renew 2 year terms. John McKay shared congrats and appreciation to members. Krista shared appreciation of consistency and strategic plan/brand work, looking forward to continuing with next phase of work.

4. Officer Appointments 2021-2023

5 minutes

Vote:	Motion to bring amended bylaw to Board February, allowing more than 2 consecutive annual Officer terms to be held made by Edith Ramirez			
	Second: David Dworkin			
	Doug Hall	Gene Guglielmo	Andrew Firestone	Chris Ghione
	Carrie Benjamin	Alexis Solis		
	Yes: 8	No: 0	Absent:	Abstain: (1) Michael Meredith

Board Comment: Edith and Michael shared process information. Andrew, Gene, David, Doug in support of amending bylaws to allow current Officers to continue additional terms past 2 years.

Public Comment: Krista shared bylaw information. No interest from other Board members to assume Officer roles FY 2021-2022. Current officers willing to continue, however amendment to bylaws necessary to allow more than 2 consecutive annual terms.

5. Strategy & Workplan Update

20 minutes

Krista Rupp provided an overview on Strategic Priorities, Workplan Progress, Marketing Plan, and Recommendations for implementing a campaign.

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Board Comment: Appreciation and support of moving forward with marketing. Understanding of current budget limitations and willingness to allow additional funds from budget upon future request for visual asset creation, digital marketing agency, and advertising funds.

Public Comment: John McKay and Kathy Sullivan support. Nick Gaich suggested Board delegation of authority to Executive Director for acceleration of marketing.

6. Board Updates

10 minutes

Each board member shared updates regarding their respective businesses and organizations.

Public Comments:

7. Future Meeting Dates & Locations

2 minutes

FUTURE MEETING DATES AND AGENDA ITEMS/TOPICS

Board Comment: Michael Meredith shared future board meeting dates will be virtual until further notice.

Public Comment: Krista encouraged attendance for the virtual Visit California's Outlook Forum February 18-19, 2021

ADJOURN 12:34 pm

Brown Act:

Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Edith Ramirez at (408) 310-4633 or edith.ramirez@morganhill.ca.gov at least 48 hours prior to the meeting.

Notice to Public:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.