

# 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, October 25, 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** Chris Ghione called to order at 11:03

## ROLL CALL

Board Members Present: Chris Ghione, Edith Ramirez, Gene Guglielmo, Andrew Firestone, David Dworkin, Doug Hall, Alexis Solis

Board Members Absent: Carrie Benjamin, Michael Meredith

Public Present: Matt Mahood, John McKay, Brian Sullivan

**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.

None

## BUSINESS ITEMS

### 1. Approve August Minutes & Treasurers Report

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

# Visit Morgan Hill Board Minutes

Krista Rupp noted that October income included some late FY 20-21 TBID

Board Comment: David Dworkin asked clarifying question about TBID collections. Matt Mahood and Krista Rupp responded

Public Comment: None

## **2. ED Updates**

Board Comment: David Dworkin and Edith Ramirez commented on paid media strategy/budget. David commented corporate travel may start to trickle in March. Chris Ghione commented he's open for questions about Treasurer/Officer roles.

Public Comment: John McKay commented about MHDA event committee, restaurant week/month.

## **3. Board Member & Community Sharing**

Board Comment: Board members shared respective updates.

Public Comment: None

## **4. Board Member Updates**

Board Comment:

Andrew Firestone: MH markets slowest TBID recovery in his portfolio of 4 destinations; leisure recovered fastest, which is why MH lagged

Gene Guglielmo: Agrees on approach to marketing strategy; play up leisure travel; workshop helpful to WSCV; WSCV board seats opening

Alexis Solis: sport tournament hotel pick up, valley markets. Smaller accounts coming back in construction and agriculture. Rate is still down though

Doug Hall: Halloween event

Chris Ghione: City helping manage upcoming sports events; OSC/Site Masterplan 6-month process, VMH will be involved formal discussions

Edith Ramirez: comments on advocacy/communications to County regarding sports tourism; downtown project progressing; economic recovery going well in terms of sales tax and business licenses and City support of outdoor business operations

Public Comment: None

### **Future Board Meetings:**

Executive Director recommended skipping November and December board meetings.

# Visit Morgan Hill Board Minutes

**ADJOURN 11:39 am**

---

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](mailto: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.