

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 26th, 2020

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 Chair Meredith called to order at 11:03 am

ROLL CALL All Board Members Present; Public attendance: Krista Rupp, John McKay, (joined later – Brittney Sherman, Nick Gaich)

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 Minutes for September 28, 2020 2 minutes

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

No Board or Public Comment

2. Approve Treasurer's Report September 2020 2 minutes

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

No Board Comment

Public Comment: General positive comment John McKay

3. Approve Logo Color Palette 10 minutes

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

Board Comments: Per recommendation of the Brand & Logo Subcommittee, ED Krista Rupp presented logo and brand color palette. Positive comments on colors presented from Board Members Benjamin, Guglielmo, Solis, Hall. Ramirez and Firestone enthusiasm for moving forward.

Public Comments:

4. Approve Annual Workplan 15 minutes

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

Board Comment: General positive comments from Board Members Guglielmo, Ramirez, Dworkin, Meredith. Appreciation for execution plan synopsis and acknowledged COVID-19.

Public Comment:

5. ED Update, Paid Media 15 minutes

ED Krista Rupp presented updates since Oct 12th monthly report, including CrossFit event, administrative focus, upcoming tourism forum, and suggested paid media opportunities through end fiscal.

Board Comment: Comments from Board Members Dworkin and Hall regarding pay to play for hotel promotion, tourism messaging, and agency costs within expenses. Discussion around further research into paid media plan including targeting and messaging. Hotel representatives committed to sharing where existing leisure guests are originating from with ED. Board Members Ghione, Ramirez, Solis commented on success of CrossFit Games at MHOSC, coordinated by Shawn Zahraie and a last-minute reception at MOHI restaurant. Interest in media impressions.

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Public Comment: General positive comments John McKay about VMH information distributed in digestible way. Brittney Sherman shared about the Chamber Directory opportunity.

6. ED Update

10 minutes

Executive Director Krista Rupp provided brief update on work since September 14th and ongoing projects.

Board Comment: General comments on liking the format of monthly reports, work being done and collaborative efforts with other local campaigns. Comments on social media and “geocache” for paint squares.

Public Comments: Brittney Sherman shared brief comments regarding Place-Branding paint square partnership between Chamber and VMH and Buy Local Campaign.

7. Future Meeting Dates & Locations

2 minutes

FUTURE MEETING DATES AND AGENDA ITEMS/TOPICS

November 16, 2020	Virtual
December 28, 2020	Virtual
January 25, 2020	TBD

Board Comment: Topics for Nov 16th include discussion on Dec & Jan Board meetings, and status update on paid media plan.

Public Comment: None

ADJOURN 12:40 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.