

Board of Directors

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

Alexis Solis, Hotel Representative
Gene Guglielmo, Wineries Representative
Bina Roy Desai, Hotel Representative
John McKay, Community Representative

Monday, January 22, 2024

11:00 a.m.

Hybrid Meeting

CALL TO ORDER 11:03 by Secretary Ramirez

ROLL CALL

In Person: Edith Ramirez, Chris Ghione, Alexis Solis, Bina Roy Desai

Remote: Gene Guglielmo

Absent: Doug Hall, John McKay, David Dworkin, Michael Meredith

PUBLIC PRESENT Jim Sergi

PUBLIC COMMENT None

BUSINESS ITEMS

Secretary Ramirez started off the meeting by acknowledging the lack of quorum for the required minimum of board members. Gene Guglielmo was in attendance, but meeting location (remote) not posted as part of agenda, so unable to count toward quorum.

1. Approve October, November, December Treasure’s Reports and October Meeting Minutes

Summary: Materials provided in board packet. No vote per lack of quorum.

Board Comment: None

Public Comment: None

2. Mid-Year Report and Work Plan Check In

Summary: ED provided an update including 5-Year achievements, strategic priorities, MHTBID income trend, FY 23-24 budget status, and progress and strategy for each “department” including Admin & Operations, Industry Relations & Partnership, Business Development, and Marketing Communications and social media. ED requested board input on Market Analysis Report, strategic market development opportunities, and the California Live TV segment messaging and film locations.

Board Comment:

Admin & Operations: A. Solis asked for clarification on the purpose and timeframe of Market Analysis report. ED clarified it is “state of tourism” VMH produced market report that may be shared locally and utilizing existing data sources. E. Ramirez commented that the City produces Economic Blueprint and reports provide benchmarking for the local tourism industry such as TOT, market climate, economy, number of hotel rooms, age of lodging. B. Roy Desai commented interest in how the City spends TOT funds. C. Ghione commented to keep the report easy to calculate YOY and manageable as a project given time constraints. G. Guglielmo commented that VMH should be at the center of what is going on in terms of tourism.

Business Development: B. Ryo Desai asked if there are other options with the SF Giants other than the “yearbook” such as signage or banners since print publications are not as great for tracking ROI. A. Solis supports banners at MHOSC. C. Ghione supported signage at AC and OSC. E. Ramirez likes the idea of reaching out to local companies and Ec Dev team happy to support with contacts.

Marketing Communications: E. Ramirez commented MH Life efforts great and would like to see repurposing in other magazines/publications around Bay Area such as creating news and developing press releases to open dialogue with them; potential outreach to Los Gatos, Saratoga, SJ Convention Center, San Jose Airport; also seek opportunities for VMH ghost writers to support copywriting load; suggestion to put out internship opportunity to schools.

Social Media: B. Roy Desai asked if using any scheduling tools.

Public Comment: None

3. Board Sharing

Summary: Each board member shared brief summary of respective projects.

Board comment: A. Solis noted interest in supporting journalists for hotel stays; seeking to hire a Sales Coordinator; looking at corporate group business recovery. B. Roy Desai shared slow start to the year for hotels but hopeful for 2024; also focusing on corporate business. E. Ramirez noted the City of Morgan Hill Goal Planning sessions Feb 2-3, noting Economic Development and Youth Sports Recreation Tourism. C. Ghione shared that the Transportation Master Plan is underway and that Morgan Hill will host new swim meet due to the closure of the Santa Clara swim center; New park at Monterey and Butterfield is working on design, which is taking time due to PG&E, but still working with USA BMX; to seek bids for the park space.

Public Comment: none

4. Future Board & Other Meeting Dates

VMH Board Meeting Minutes 1.22.24

Summary: Board and ED discussed next upcoming meetings and business, including appointment of expiring board terms and an informal lunch.

Board Comment: Secretary directed ED to confirm interest in renewing from sitting members. Official vote to take place at February meeting. B. Roy Desai commented she will renew.

Public Comment: None

FUTURE BOARD & OTHER MEETING DATES

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|-------------------|-----------------------------------|
| February 26, 2024 | Meet; City Hall |
| March 25, 2024 | TBD |
| April 22, 2024 | TBD - Skip |
| May 27, 2024 | Reschedule – Memorial Day Holiday |

Meeting Adjourned: 12:32 pm