

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

Alexis Solis, Hotel Representative
Gene Guglielmo, Wineries Representative
Vacant, Hotel Representative
Vacant, Sports & Recreation Representative

Monday, January 23, 2023

11:00 a.m.

Virtual Zoom

CALL TO ORDER Treasurer Chris Ghione 11:07 am

ROLL CALL Present: All Board Members present except Michael Meredith and Alexis Solis

PUBLIC PRESENT Matt Mahood, Brittney Sherman, Ashley Campagna, Mike McDowell, Laura ?, Mike D’Ambrosio, John McKay, Mark Turner

BUSINESS ITEMS

1. Approve Oct Meeting Minutes and Nov & Dec Treasurer’s Reports

Vote:	Motion: Gene Guglielmo Second: Doug Hall			
Yes Votes:	Chris Ghione	Edith Ramirez	David Dworkin	
Final Vote:	Yes: 5	No: 0	Absent: (2) Michael Meredith; Alexis Solis	Abstain: 0

Board Comment: Edith Ramirez clarified which reporting months were presented. Krista Rupp noted October Treasurer’s Report will be brought in February and that November TBID income received in January was just under \$25K.

Public Comment: None

2. Public Relations & Social Media Work Plan Presentation

NO VOTE ITEM

KPS3 Agency members Mike McDowell and Ashley Campagna presented the work plan for PR and Social Media.

Board Comment: Krista Rupp added that agency is in tune with Visit California’s PR schedule and keen to current social media strategies. Doug Hall asked about local versus regional/national targeting for PR outlets and agency + Rupp clarified target geo areas

and two tier levels incorporating larger Western US cities and a national “hit list.” Edith Ramirez asked what is the process for community to pitch to Krista or KPS3. Gene Guglielmo commented thank you and looking forward to execution.

Public Comment: Brittney Sherman noted themes of culinary & wine, RV, biking, weddings, and events. John McKay asked about how to share social media assets amongst local organizations such as Chamber, MHDA, and WSCV.

3. Approve Reallocation of FY 22-23 Remaining Marketing Budget to Partnership

Vote:	Motion: Gene Guglielmo Second: Edith Ramirez			
Yes Votes:	Chris Ghione	David Dworkin	Doug Hall	
Final Vote:	Yes: 5	No: 0	Absent: (2) Michael Meredith; Alexis Solis	Abstain: 0

Board Comment: Krista Rupp provided overview of what is being accomplished by reappropriating unused FY Marketing funds to the Partnership line item for the Tourism Symposium. Doug Hall asked for clarification on what it would be used for and Rupp responded event venue, food & beverage, and coordination support. Chris Ghione asked clarifying question regarding budget areas.

Public Comment: McKay voiced support.

4. Approve Committee for Board Recruitment Terms Feb 23-24

Vote:	Motion: Chris Ghione motioned to appoint Michael Meredith, Doug Hall (and Alexis Solis with the condition that she accept) as Board Advisory team Second: Edith Ramirez			
Yes Votes:	Doug Hall	David Dworkin	Gene Guglielmo	
Final Vote:	Yes: 5	No: 0	Absent: (2) Michael Meredith; Alexis Solis	Abstain: 0

Board Comment: Krista Rupp reviewed board seats and terms, staggering terms, and board process for electing 2023 – 2024 terms. She also noted the interest of combining both Board and Officer approvals into the February meeting if Bylaws permit. Board generally agreed to make a recommendation at the February meeting and schedule March meeting if needed.

Public Comment: None

5. ED & Board Member Sharing Items

VMH Board Meeting Minutes 1.23.23

Informational Item/No Vote

Krista Rupp presented current VMH business items for awareness and requested to check calendars for early June Tourism Summit.

Board Comment: Edith Ramirez noted that it's within Executive Director's authority to make decisions on including VMH logo on local banners. Gene Guglielmo commented on Wine Auction. Doug Hall shared news on new coffee shop ownership change. Edith Ramirez shared upcoming Council meeting and goal setting workshop with City. Chris Ghione commented that BMX park contracts coming to Council in February and that Brown Act changes 2/28/23.

Public Comment: John McKay shared he is looking for prospective contacts/locations along HWY 101 for WSCV signage.

FUTURE BOARD & OTHER MEETING DATES

February 27, 2023	Virtual
March 27, 2023	TBD
April 24, 2023	TBD

Meeting Adjourned at 12:11pm