

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, February 22nd, 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 Present: All except Carrie Benjamin

Public Present: John McKay, Brittney Sherman

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.

No public comment

BUSINESS ITEMS

1. Approve Minutes for January 2021 2 minutes

Vote:	Motion: Andrew Firestone Second: Gene Guglielmo			
Yes Votes:	Doug Hall	Chris Ghione	Edith Ramirez	David Dworkin
	Alexis Solis	Michael Meredith		
Final Vote:	Yes: 8	No: 0	Absent: 1 Carrie Benjamin	Abstain: 0

No Board or Public Comment

2. Approve Treasurer’s Report January 2021 2 minutes

Vote:	Motion: Edith Ramirez Second: Gene Guglielmo
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Yes Votes:	Doug Hall	Chris Ghione	Andrew Firestone	David Dworkin
	Alexis Solis	Michael Meredith		
Final Vote:	Yes: 8	No: 0	Absent: 1 Carrie Benjamin	Abstain: 0

No Board or Public Comment

3. Approve Amendment to Bylaws: *Remove from Article VII, Officers, Section 3: Term. "A Director may serve no more than two (2) consecutive terms in any one officer position."*
5 minutes

Vote:	Motion: David Dworkin Second: Edith Ramirez			
	Andrew Firestone	Doug Hall	Chris Ghione	Alexis Solis
	Gene Guglielmo	Michael Meredith		
	Yes: 8	No: 0	Absent: 1 Carrie Benjamin	Abstain:

Board Comment: David Dworkin and Doug Hall expressed gratitude to officers

Public Comment: Krista shared gratitude

4. Approve Board Terms 2021-2023 10 minutes

Vote:	Motion: Chris Ghione Second: Doug Hall			
	Edith Ramirez	Andrew Firestone	David Dworkin	Alexis Solis
	Gene Guglielmo	Michael Meredith		
	Yes: 8	No: 0	Absent: 1 Carrie Benjamin	Abstain:

Board Comment: Edith Ramirez shared gratitude and excitement to move forward

Public Comment: None

5. Approve Officer Term Nominations 2021-2022 10 minutes

Vote:	Motion: Doug Hall Second: Gene Guglielmo			
	Chris Ghione	Edith Ramirez	Andrew Firestone	David Dworkin
	Alexis Solis	Michael Meredith		
	Yes: 8	No: 0	Absent: 1 Carrie Benjamin	Abstain:

Board Comment: Doug Hall, Andrew Firestone, Gene Guglielmo express thanks

Public Comment: Krista agreed in thanks

6. Approve Allocation \$60,000 Reserve Funds to FY 2020-2021 Marketing with the amendment to direct the Executive Director to explore costs for a longer campaign run

Vote:	Motion: Gene Guglielmo
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	Second: Doug Hall			
	Andrew Firestone	Chris Ghione	Edith Ramirez	David Dworkin
	Alexis Solis	Michael Meredith		
	Yes: 8	No: 0	Absent: 1 Carrie Benjamin	Abstain:

Krista Rupp provided a mid-year highlight video of accomplishments and an overview on Marketing Campaign and Recommendation to allocate reserve funds toward destination marketing to supplement the approved fiscal year budget.

Board Comment: Edith Ramirez commented thank you for the video and that it doesn't do VMH accomplishments justice. Comments that campaign should be longer than 1-2 months and incorporate social media support. David Dworkin and Gene Guglielmo agreed. Discussion around masks/no masks in advertising and concept of subcommittee. Executive Director to consider if needed, there is support from Board.

Public Comment: Krista Rupp answered questions and thanked board for helpful feedback regarding campaign plan and agency selection.

7. Future Meeting Dates and Locations

2 minutes

Board Comment: Chair commented future board meetings through June scheduled to be virtual

Public Comments: None

Krista Rupp delegated video conference control to Edith Ramirez and departed meeting.

8. Closed Session: Annual Performance Review – Executive Director

30 minutes

ADJOURN xx:xx 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.