

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, February 26, 2024

11:00 a.m.

Hybrid Meeting

CALL TO ORDER 11:04 by Chair Meredith

ROLL CALL

In Person: Michael Meredith, Chris Ghione, David Dworkin, Doug Hall, Alexis Solis, Bina Roy Desai

Remote: Gene Guglielmo (no vote; address not on agenda)

Absent: John McKay

PUBLIC PRESENT Mattie L. Scariot Poppy Jasper International Film Festival (in-person), Victoria San Nicolas (remote)

PUBLIC COMMENT Mattie Scariot provided an overview of the 2024 PJIFF and that she is working with VMH Executive Director on sponsorship marketing opportunities. 450 filmmakers RSVP'd, event has 4 days in Morgan Hill, 55 films at Playhouse, Kick off at Morgan's Cove for VIP/Sponsors, NorCal filmmakers on Thursday, and Friday women's day with MOHI Brunch.

BUSINESS ITEMS

Meeting acknowledged the lack of remote address provided at time of agenda posting for Gene Guglielmo, so will not be eligible to vote/vote counted as absent.

1. Approve October, November, December & January Treasure's Reports and October & January Meeting Minutes

Vote:	Motion: Chris Ghione Second: Doug Hall			
Yes Votes:	David Dworkin	Alexis Solis	Edith Ramirez	Michael Meredith
	Bina Roy Desai			
Final Vote:	Yes: 7	No: 0	Absent: 2 (John McKay, Gene Guglielmo)	Abstain: 0

Summary: Materials provided in board packet.

Board Comment: M. Meredith asked about projections for hotel performance, stated lack of Seed Trials group slow spring expected for hotels; B. Roy Desai commented slow winter but hopeful for spring business.

Public Comment: None

2. Approve Board Term Renewals for Bina Roy Desai & John McKay

Vote:	Motion: David Dworkin Second: Edith Ramirez			
Yes Votes:	Doug Hall	Alexis Solis	Michael Meredith	Bina Roy Desai
	Chris Ghione			
Final Vote:	Yes: 7	No: 0	Absent: 2 (John McKay, Gene Guglielmo)	Abstain: 0

Summary: K. Rupp noted that David Dworkin would be retiring his hotel board seat and presented a certificate of appreciation. Summarized efforts made to recruit another hotel representative for the seat were unsuccessful and recommended moving forward with open hotel seat and continual recruitment efforts, as permitted within by-laws. Rupp explained that B. Roy Desai and J. McKay were on one-year terms ending Feb 2024, to balance out the staggered 2-yr terms across board members that was disrupted during covid. Recommended board vote to approve both of them for new 2-yr terms March 2024 – Feb 2026.

Board Comment: Board members expressed gratitude and congratulations to David Dworkin for decades of dedication to the Morgan Hill tourism vision and contribution to bringing forth the TBID establishment. B. Roy Desai commented that new LaQuinta owner would be a good candidate for hotel board seat. Rupp commented that outreach had been made but no response as of yet.

Public Comment: Victoria San Nicolas of LaQuinta commented that she would inquire with owner on next meeting.

3. Brainstorm NBC Universal California Live Film Segment

Summary: K. Rupp presented the paid media opportunity and framed a conversation about potential film locations, messaging, and appearances/talent for a Morgan Hill segment on Bay Area broadcast. Presented two different examples from other destinations (Bear Valley interview style and Walnut Creek voiceover style)

Board comment: Mixed opinion on style of video – many commented to keep the pace of the video interesting by not just having one host the whole-time narrating or incorporating animations/graphics. Many agreed the messaging is our key awareness pillars, key attributes and concentration of assets being enough interest to spend the night. There was discussion around potential pay to play structure and the diplomacy of

highlighting individual businesses or owners in the piece. Recommended to keep somewhat evergreen and allow Executive Director to proceed how seeing fit.

Public Comment: none

4. Future Board & Other Meeting Dates

Summary: K. Rupp presented future board meeting dates and suggested revisions due to holidays and conference travel.

Board Comment: Okay with rescheduling the May meeting one week prior to usual date (May 20th instead of May 27th) due to Memorial Day weekend. Suggested to meet more often in hospitality locations for both board networking and local recon, such as lunch after March board meeting and skipping April board meeting.

Public Comment: None

FUTURE BOARD & OTHER MEETING DATES

March 25, 2024	City Hall
April 22, 2024	TBD - Skip
May 27, 2024	Reschedule – Memorial Day Holiday
June 24, 2024	City Hall

Meeting Adjourned: 12:21 pm