

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, March 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 11:03 am

ROLL CALL Board Members Present: All except Andrew Firestone

Public Present: B.C. LeDoux, Shyla Lindner, Nick Gaich, John McKay, Jim Sergi, unidentified call-in user

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.

John McKay suggested Visit Morgan Hill produce tee shirts.

Krista Rupp noted a typo in January Board Meeting Minutes on Item #3 Appoint Board Terms 21-23: Michael Meredith marked as “abstain” however his vote was “yes.” His abstain vote was for Item #4 on Officer Nominations.

BUSINESS ITEMS

1. Approve Minutes & Treasurers Report for Feb 2021

Vote:	Motion: Edith Ramirez Second: Carrie Benjamin			
Yes Votes:	Gene Guglielmo	Doug Hall	David Dworkin	Alexis Solis
	Michael Meredith			
Final Vote:	Yes: 7	No: 0	Absent: 2 Chris Ghione Andrew Firestone	Abstain: 0

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Krista Rupp shared TBID income Feb & March reflects early Covid closure collections.

2. Approve Officer Appointments FY 21-22

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

Krista Rupp commented the board approved by-law update to allow more than 2 years consecutive officer terms.

3. Marketing Update & Agency Introduction

Krista Rupp presented destination marketing campaign plan, strategy, agency scope, timeline, and next steps. Introduced Noble Studios performance digital marketing agency, who provided an overview of their firm and campaign approach.

Board Comment: Edith Ramirez posed questions to Noble Studios and Executive Director regarding schedule, implementation, intermediary internal work, engaging other local organizations, milestones, deliverables, and plan extending past June. David Dworkin questioned concept and photography locations. Doug Hall commented differentiation of MH for success. Gene Guglielmo asked for clarification on agency immersion/discovery on-site.

Public Comment: Nick Gaich, chief strategy officer MHCOC, requested elaboration on campaign key phases, KPIs, and urgency to get ahead of summer month visitation. Krista Rupp offered clarifying comments throughout Board and Public Comment on internal/owned channel development alongside campaign and new resources for data.

4. Future Meeting Dates and Locations

Board Chair shared that meetings through June are scheduled to be virtual. Krista Rupp shared that dates were sent to Board Members for a Tourism Workshop in May; requested feedback and availability.

Board Comment: Edith Ramirez suggested designating a board agenda item for community sharing from strategic local entities and board members and a “concierge” sharing communication for front line and that City could support. Board members Guglielmo, Benjamin, Solis, Hall supported. Chris Ghione suggested keep an eye on agenda timing. Board ultimately supported adding a 20-minute standing agenda item at beginning of each meeting, limiting comments to 1-2 minutes depending on number of contributors.

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Public Comment: Krista Rupp supported including community sharing on agenda. Offered to leverage the Tourism Community Newsletter to share updates from Board Meetings, and to also encourage stakeholders join live for that portion if interested.

ADJOURN 12:22 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.