

# Visit Morgan Hill Minutes

## Board of Directors

**Michael Meredith**, Chair

**Chris Ghione**, Treasurer

**Bina Roy Desai**, Hotel Representative

**Frank Leal**, Community Representative

**David Eadie**, Sports & Recreation Representative

**Edith Ramirez**, Secretary

**Andrew Firestone**, Hotel Representative

**Karen Mendez**, Hotel Representative

**Gene Guglielmo**, Wineries Representative

**March 25, 2019**

**11:00 a.m.**

Morgan Hill City Hall – Conference Room West  
17555 Peak Avenue, Morgan Hill, CA 95037

Teleconference Information:

Join Zoom Meeting

<https://zoom.us/j/7925784156>

Dial by your location

+1 **646 558 8656 US** (New York)

OR +1 **720 707 2699 US**

Meeting ID: **792 578 4156**

The following Board Members participated via teleconference as follows:

- Bina Roy Desai: Starbucks; GEG Spokane Airport; 9000 W Airport Dr, Spokane, WA 99224
- Andrew Firestone: 1601 State Street, Santa Barbara, CA 93101
- David Eadie: 3120 Serra Way, Sacramento, CA 95816
- Karen Mendez: 8320 Charleston Peak Street, Las Vegas, NV 89166

Public comment from this location shall be allowed.

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**CALL TO ORDER:** Chair Michael Meredith called the meeting to order 11:07 pm.

**PUBLIC COMMENT:** Public comment was received by John McKay, Brittney Sherman

**John McKay:** Acknowledged his excitement about the Board being created and this has been a long time coming with the Tourism efforts.

**Brittney Sherman:** Noted upcoming events in Morgan Hill- Amgen Tour of California on May 14<sup>th</sup> and Boots and Brews June 29<sup>th</sup>, would like engagement from the Board on both events.

## **CONSENT ITEMS:**

1. Minutes of February 25, 2019 Meeting
2. Visit Morgan Hill Bylaws
3. Visit Morgan Hill Board Member Roster

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### 4. Treasurer's Report

Item 4 was removed from the Consent Items as there was no report to be given. The Board voted to approve items 1-3. The vote was unanimous.

### **PRESENTATIONS:**

### 5. Outdoor Sports Center Operator Presentation

Alison Bass a representative of the new operator for the Morgan Hill Outdoor Sports Center (MHOSC) provided a presentation on the transition of operation and future plans for the OSC.

- 2<sup>nd</sup> Week of April new Executive Director is expected to be hired.
- Looking to install underground irrigation and leveling the fields to improve the grass field offerings
- Hoping to add four more fields as well

Public comment: John Horner suggested other organizations may want to buy an affiliate seat into the Visit Morgan Hill Board to help draw other regional events. Suggest looking into Public Private Partnerships

### **BUSINESS ITEMS**

### 6. Formation Progress Update

- a. SOS Filing
- b. EIN Filing
- c. IRS Non-Profit Status Filing
- d. State Non-Profit Status Filing

Nichole Farley with Civitas was absent. Edith Ramirez provided a brief update. More details on the status of the filing will be provided at the next board meeting.

No public comment

No action taken

### 7. Organization Logistics

- a. Set up P.O. Box
- b. Establish Bank Account
- c. Purchase Directors & Officers Insurance

No update provided on these items. More details to be provided at the next board meeting.

No public comment

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No action taken

### 8. Website Update

Edith Ramirez and John Lang provided an update on the [visitmorganhill.org](http://visitmorganhill.org) website. Members are encouraged to sign up for notifications on the website.

Public Comment: Diane Driscoll, what are the next steps for promoting the website?

No action was taken.

### 9. Civitas Management Contract Proposal

Discussed the Civitas Contract Proposal for start-up services including Brown Act training.

Public Comment: Jeff Dixon is there way to determine funding month to month from Transient Occupancy Tax (TOT)? When does the collection of TBID revenue officially start?

The Board approved the proposed contract with Civitas subject to a payment schedule an agreeable payment schedule the Visit Morgan Hill can support.

Vote was unanimous

### 10. City Management Contract

Edith Ramirez provided a brief preview on the timeline and issues to be solved by the Visit Morgan Hill and City contract.

Public Comment: Diane Driscoll provided a general comment on item #9.

No action was taken.

### 11. Formation of Committees or Advisory Groups

The Board discussed the possibility of creating committees of advisory groups. Any committee or advisory group needs to have 2 board members.

Public Comment: John Horner asked what is the strategy? All things tourism will overwhelm. Recommend forming advisory groups one focused on strategic planning group and another focused on tactical group related to events and activities.

Brittney Sherman: Suggest a working group with others in the community that have a broader tourism reach. Wedding and golf tourism are big in Morgan Hill and there are venues and opportunities to collaborate. Recommend a general inquiry button on website to capture event inquiries.

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Anna-Liza Anderson: Great opportunity to grow tourism through working groups and engaging the region.

Board voted to add an agenda item for the next board meeting on marketing and strategic partnerships and have all board members invite partners to come to the next board meeting.

Vote was unanimous.

### **FUTURE ITEMS**

- Would like to have Civitas provide an update of formation activities and contracts at next board meeting
- Invite Visit California to present to Board
- Would like to invite Visit Santa Cruz County

Public Comments: Jeff Dixon Card rack at the OSC that is available. There is also display cases at the OSC that are available for events and promotional efforts.

**ADJOURN:** The meeting was adjourned at 12:46 pm.