

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, May 23, 2022

11:00 a.m.

Virtual Zoom

CALL TO ORDER Chair Meredith at 11:05 AM

ROLL CALL Present: Michael Meredith, Chris Ghione, Gene Guglielmo, David Dworkin, Doug Hall, Edith Ramirez, Alexis Solis

PUBLIC Victoria San Nicolas, Jeff Dixon, Cristina Gulielmo-Maggetti, Matt Mahood, John McKay, Brittney Sherman, Jim Sergi

No Public Comment

BUSINESS ITEMS

1. Approve April Minutes & Financials

Vote:	Motion: Gene Guglielmo Second: Edith Ramirez			
Yes Votes:	Chris Ghione	Alexis Solis	Doug Hall	David Dworkin
	Michael Meredith			
Final Vote:	Yes: 7	No: 0	Absent: 2 open seats	

Board Comment: Krista Rupp clarified that March TBID income was missing 2 hotel submissions.

Public Comment: none

2. Approve Bylaw Amendments: Motion for Advisory Committee To Further Revise Bylaws and Bring Back to Board for Approval at June Meeting

Vote:	Motion: Edith Ramirez Second: Gene Guglielmo			
Yes Votes:	Chris Ghione	Alexis Solis	Doug Hall	David Dworkin
	Michael Meredith			
Final Vote:	Yes: 7	No: 0	Absent: 2 open seats	

Board Comment: Gene Guglielmo, Edith Ramirez, and David Dworkin support revisions for flexibility. However, David pointed out an inaccuracy with the proposed edits and

suggested further revision to clarify board seat types and numbers scaling with number of total seats. Board members agreed.

Public Comment: Jeff Dixon asked where he could find Bylaws and was directed to website.

3. Meeting Frequency: No Vote Needed; Direction Given to ED

Krista Rupp presented that board members expressed interest in reducing frequency of board meetings to every other month, which is permitted within Bylaws (Board to meet once per quarter).

Board Comment: David Dwokin and Doug Hall support less frequent meetings and Michael Meredith shared busy summer hotel projections. Chris Ghione suggested keeping monthly meetings scheduled and cancelling months when there aren't agenda items. Others supported this idea and further direction was given to Executive Director to: 1. keep monthly meetings and utilize Upcoming Board Meetings agenda item to discuss schedule and any cancellations, 2. keep meetings to an hour as much as possible, and 3. be cognizant of holidays when scheduling.

Public Comment: *Jim Sergi made a private chat comment to Edith Ramirez, which she stated potentially "supported monthly meetings" however Jim did not address the board or public with his comment directly.*

4. Approve FY 22-23 Budget: No Vote Needed; Direction Given to ED

Krista Rupp presented FY 22-23 Budget allocations and planned uses.

Board Comment: David Dworkin supports proposed budget. Edith Ramirez appreciated TBID Renewal consideration. Gene Guglielmo reinforced ROI and efficiency for Marketing spend and Doug Hall asked about distributing Marketing Communications budget area effectively between proposed efforts. Edith Ramirez also asked about KPIs from 2021-2022 campaign and how do we know when we've achieved "awareness." Chris Ghione suggested posting the budget along with public board materials for June meeting review and approval. Other Board Members agreed and provided that direction to Executive Director and added to discuss work group/committees and tourism symposium cost estimates in June.

Public Comment: Jeff Dixon stated San Jose State Intern program.

5. FAM Update

Krista Rupp presented a status update on the Morgan Hill Influencer FAM Tour planning progress.

VMH Board Meeting Minutes 5.23.22

Board Comment: Edith Ramirez shared excitement for the tour and collaboration between Visit Morgan Hill and Economic Development. Michael Meredith asked if local media engagement will be done. Krista shared yes.

Public Comment: Jeff Dixon shared enthusiasm.

FUTURE BOARD & OTHER MEETING DATES

Board Comment: Unanimous board agreement to hold a board meeting in June and continue utilizing virtual zoom for efficiency and attendance. July board meeting will be cancelled, per conversation in item #3 and resuming in August for a virtual meeting. Gene Guglielmo asked if there was any update on Board Seats. Krista Rupp clarified Advisory Committee isn't making a recommendation at this time and is prioritizing the Bylaw updates, the Hotel seat, and Community seat in that order.

Public Comment: Matt Mahood shared that City of Morgan Hill is working on a hotel incentive program, to be presented to Council in a couple weeks.

June 27, 2022	Board Meeting (virtual)
July 25, 2022	Cancelled
August 22, 2022	Board Meeting (virtual)

Meeting Adjourned at 12:06 PM