

# 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, May 24th, 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.

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**CALL TO ORDER** Mr. Meredith called to order at 11:04 am

**ROLL CALL** Board Members Present: All except Doug Hall, who joined after agenda item #1.  
Public Present: Noble Studios (Shyla Lindner, Gabbi Hall, Lauren Hobner) Nick Gaich, John McKay, Jim Sergi, Brittney Sherman, Stacy Gianinni

**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.

Krista Rupp commented that the City Council met last Wednesday and passed the motion to advance the Downtown Traffic Calming and Beautification project. Nick Gaich shared appreciation to VMH Board for their position on supporting the Downtown Vision concept. John McKay shared words of acknowledgement.

## BUSINESS ITEMS

### 1. Approve Minutes & Treasurers Report for April 2021

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

## Visit Morgan Hill Board Minutes

Krista Rupp shared TBID income for February 2021 was recorded in May, and an all-time low for monthly collection.

### 2. ED Recap on Photo/Video Shoot

Krista provided a recap of the Noble Studios photo and video shoot in Morgan Hill last week and showed a separate, first-edit video produced in partnership with the City of Morgan Hill, by Elevative Media.

**Public Comment:** Positive comments on video. Brittney asked about partner sharing, roll out plans, use at the Future of Morgan Hill SVBJ event, and mentioned another video partnership opportunity. John McKay pleased with video, also asked about rollout (KR shared VMH would be strategic and Edith shared that we would look at paid media options and strategic advice of agency). Stacy asked about the music.

**Board Comment:** Andrew Firestone suggested adding VMH logo and others expressed they're pleased with the video.

### 3. Noble Studios Campaign Direction

<b>Vote:</b>	Motion: Edith Ramirez "To direct staff and agency to proceed with Phase 1 <i>Morgan Chill</i> as campaign launch concept and to incorporate board feedback provided on the ongoing Phase 2 <i>That's More Like It</i> concept." Second: Gene Guglielmo			
<b>Yes Votes:</b>	Alexis Solis	Chris Ghione	Doug Hall	Andrew Firestone
	Michael Meredith			
<b>Final Vote:</b>	Yes: 7	No: 0	Absent: (2) David Dworkin; Carrie Benjamin	Abstain: 0

Noble Studios presented revised campaign concepts, seeking board feedback and approval on direction of using "Morgan Chill" as launch before unrolling into evergreen/ongoing "That's More Like It." Noble Studios and ED answered questions and provided clarification throughout discussion.

**Public Comment:** Nick Gaich commented on how to navigate Morgan Chill concept should there be a split in community support and to not erode the work/progress made by VMH. John McKay commented that Morgan Chill makes him uncomfortable, but that in his experience that can actually be a good place to be.

**Board Comment:** David Dworkin thanked staff and agency and likes Morgan Chill because it can apply to the many tourism pillars – wine, downtown, sports, wedding. Chris Ghione loves "chill" but asked about saving it for later and if there would be testing on different markets. Alexis says it could create buzz and bang, and says Chill will need buy in. Andrew Firestone thinks it's great and could lead to activations around the "chill vs no chill" division and still get media attention without needing a real City petition to change town name. AF also suggested adding an "e" into More-gan Hill and to please look at the punctuation of "There, that's more like it." Doug Hall said Morgan Chill has activation potential, even if short term and could tone down

## Visit Morgan Hill Board Minutes

the controversial part by not doing an official petition and stressing the City. Likes A color blocking and B for the juxtaposition- could the team stage that out in phases. Gene Guglielmo appreciated the passion of the agency and is impressed with concepts, feels that Morgan Hill can be very positive. Edith shared several questions/comments – gun-shy on actually changing town name as City is currently focused on some controversial issues; explain transition from launch to evergreen; liked “visit” removed from logo; wants to balance vibrancy and excitement with “chill”; That’s More Like It needs some work – option A leaves out the “less this, more that” and Morgan Hill logo above, MH needs to come first with impact (NS shared that format will be based on social media platform, for example on Facebook the logo/name will lead first and that we can see that suite of mock ups when we get to “That’s More Like It” in July); work on connecting the concept (ED said can be done with consideration for revisions not surpassing scope or looked at in continued agreement); and lastly asked for agency on advice for the Elevative Media video distribution (NS commented shorter 15-30 sec. cuts work better for paid social/media and that full length video would work for organic social).

Overall, board and NS agreed that enough guidance provided to give direction and approval of moving forward with Morgan Hill launch, working with ED on fine-tuning activations, and tweaking That’s More Like It for brand impact and concept connection.

#### 4. Future Meeting Dates and Locations

Board to continue with virtual meetings until further notice.

**ADJOURN 12:22 pm**

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#### 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](mailto: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.