

# 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, June 28th, 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** Chris Ghione called to order at 11:02 am

**ROLL CALL** Board Members Present: Chris Ghione, Edith Ramirez, Gene Guglielmo, Alexis Solis (departed 11:40 am) , David Dworkin, Doug Hall  
Absent: Carrie Benjamin, Andrew Firestone  
Late: Michael Meredith (arrived 11:11 am)

Public Present: Noble Studios (Shyla Lindner, B.C. LeDoux, Lauren Hobner), John McKay, Matt Mahood

**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.

None

## BUSINESS ITEMS

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

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

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			Firestone, Carrie Benjamin
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Krista Rupp shared TBID income for May was a bit higher than March and April

### 2. ED & Noble Marketing Campaign Update

Krista provided a brief overview of highlights, including Visit California virtual update, Silicon Valley Business Journal “Future of Morgan Hill” virtual event, California Relief Grant award, and Video Rollout Performance.

Shyla Lindner of Noble Studios presented a campaign update for Morgan Hill, including objective recap, paid media plan, budget breakdown, ad creative with Morgan Hill photography, activations ideas and status (presented by Krista Rupp), and timeline.

**Board Comment:** Edith asked various questions of campaign media plan, timing, impact, if wedding and sports included in campaign, and clarification of audience segments. Noble and Krista responded. Edith also commented ideas such as wine labels, parklet signage, and leveraging city and strategic partner organizations for campaign. Gene commented incorporate Wine Association trail pass. Doug suggested giving businesses premade banner graphic for websites to link to campaign page. David shared video is great and marketing/photography wonderful. Comments on ad creative colorful and impactful.

**Public Comment:** John McKay made suggestions for integrating campaign through Freedom Fest, local media contacts, and wine labels.

### 3. Approve Fiscal Year 2021-2022 Budget

<b>Vote:</b>	Motion: Chris Ghione moved to approve the \$235,000 expense budget and a mid-year authorization to ED to increase to \$265,000 if pacing ahead of TBID projections. Second: Gene Guglielmo			
<b>Yes Votes:</b>	Doug Hall	Edith Ramirez	David Dworkin	Michael Meredith
	Michael Meredith			
<b>Final Vote:</b>	Yes: 7	No: 0	Absent: Alexis Solis; Andrew Firestone, Carrie Benjamin	Abstain: 0

Krista Rupp presented FY 21-22 budget recommendation, including TBID income projection rationale.

**Board Comment:** David Dworkin asked if alternative income options have been thought about for work plan, such as pay to play (co-op advertising). Krista responded with yes, thought about but not discussed at board level – co-op advertising with admin fees, and listing/membership for non-hotel business structure. Doug Hall asked more detail about membership/listing and what value would be and adjusting assessed lodging/accommodation type, ie Airbnb. Edith shared not a critical mass of Airbnb. Krista shared that might recommend looking at at TBID

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renewal to expand assessed businesses such as campgrounds and RV parks. Edith mentioned exploring County options to include Cordevalle. Krista shared that many DMOs incorporate some listing/membership options, and that it does require a lot of admin to execute. Chris Ghione agreed and asked Krista if feasible in FY 21-22. Krista replied could explore in Q4 for FY 22-23 and that VMH still needs to build to provide the value proposition to potential listers and what the program would mean for overall resources, or potential pilot program/specific segment.

Public Comment: None

#### 4. Future Meeting Dates and Locations

Board to continue with virtual meetings and Edith/Krista to research possible in person board event, to report back in July.

**ADJOURN** 12:24 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.