

**Board of Directors**

**Michael Meredith**, Chair, Hotel Representative  
**Chris Ghione**, Treasurer, City Representative  
**Edith Ramirez**, Secretary, City Representative  
**David Dworkin**, Hotel Representative  
**Doug Hall**, Sports & Recreation Representative

**Alexis Solis**, Hotel Representative  
**Gene Guglielmo**, Wineries Representative  
**Bina Roy Desai**, Hotel Representative  
**John McKay**, Community Representative

**Monday, June 26th 2023**

**11:00 a.m.**

Hybrid Meeting

**CALL TO ORDER** 11:03 am by Treasurer Chris Ghione

**ROLL CALL**

In Person: Chris Ghione, Doug Hall, Gene Guglielmo, John McKay

Remote: Alexis Solis, Bina Roy Desai

Absent: Edith Ramirez, David Dworkin, Michael Meredith

**PUBLIC PRESENT** Victoria San Nicholas, Jim Sergie

**BUSINESS ITEMS**

**1. Approve May Minutes and April Treasurer’s Reports**

<b>Vote:</b>	Motion: John McKay Second: Gene Guglielmo			
<b>Yes Votes:</b>	Chris Ghione	Doug Hall	Alexis Solis	Bina Roy Desai
<b>Final Vote:</b>	Yes:	No: 0	Absent: 3 (Dworkin, Ramirez, Meredith)	Abstain: 0

Summary: Executive Director Rupp noted total fiscal year TBID collections greater than projected at almost \$346,000.

Board Comment: McKay commented having offline questions.

Public Comment: None

**2. Approve FY 23-24 Budget and Work Plan**

Summary: Executive Director Rupp presented the draft FY 23-24 Budget and Work Plan.

Board Comment: Doug Hall asked for clarification regarding MHTBID renewal services and marketing agency scopes, and suggested strategy to build upon high season versus

winter and shoulder. Hall also asked for clarification regarding the Business Development budget allocation. John McKay also suggested strategy to build upon high season and asked for clarification regarding VMH's role in event planning. Bina Roy Desai commented on building upon winter and shoulder season (March – May) in terms of hotel business and availability, as often sold out during summer weekend tournaments, weddings. Chris Ghione asked if there is a cost savings for MHTBID Renewal services if conducting just a straight renewal of parameters versus parameters that would increase current TBID footprint, such as going to the County. ED explained the current contract includes either path but that additional travel on behalf of agency may incur greater expense. Bina Roy Desai asked status of Cordevalle and if they participate in STR reports.

Public Comment: None

**FUTURE BOARD & OTHER MEETING DATES**

June, 2023	Hybrid
July, 2023	Skip
August 2023	TBD

Summary: Executive Director Rupp presented forthcoming meeting and Symposium dates. Suggested that July board meeting be skipped, however there may be MHTBID renewal steering committee meeting and/or call special board meeting if necessary.

Board Comment: John McKay and Doug Hall noted support for skipping July board meeting and their respective availability for MHTBID steering committee meeting that month. McKay asked if any conflict with SVEDA meetings for Symposium. Bina noted that Sep 27 Symposium date works better. Gene Guglielmo provided news updates from the Santa Clara Wineries Association including Trail Pass, new website, signs, social media support, influencer visit July 22-23, Vine to Wine event, and Wine Auction 2024. John McKay announced he is writing a column for MH Times about wine & food. Chris Ghione noted Morgan Hill Monday Bay Area Panthers game July 10<sup>th</sup>. McKay also stated getting Mercury News writers to cover Morgan Hill topics.

Public Comment: None

**Public Meeting Adjourned at 12:02 pm**