

**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, August 22, 2022**

**11:00 a.m.**

Virtual Zoom

**CALL TO ORDER** Chair Meredith at 11:05 AM

**ROLL CALL** Present: All Board Members present + Executive Director

**PUBLIC** Victoria San Nicolas – La Quinta, Seema – Holiday Inn Express

No Public Comment

**BUSINESS ITEMS**

**1. Approve June Minutes and June & July Treasurer’s Report**

<b>Vote:</b>	Motion: Edith Ramirez Second: Gene Guglielmo			
<b>Yes Votes:</b>	Alexis Solis	Doug Hall	Chris Ghione	David Dworkin
	Michael Meredith	Edith Ramirez	Gene Guglielmo	
<b>Final Vote:</b>	Yes: 7	No: 0	Absent: 0	

Board Comment: Krista Rupp shared taxes submitted, year end figures, and Apr, May, June uptick in TBID income.

Public Comment: none

**2. Marketing Download**

Krista Rupp presented market research data. Informational, no vote/approval needed.

Board Comment: Clarification questions of data presented from Edith Ramirez and Doug Hall including geographic market targeting in state and air routes, influencer traction in markets.

Public Comment: NA

**3. Approve Annual Work Plan FY 22-23**

<b>Vote:</b>	Motion: Michael Meredith motioned to approve the Annual Work Plan and directed ED to return with feedback and edits in September/October and skip board meetings November/December.
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VMH Board Meeting Minutes 8.22.22

	Second: Gene Guglielmo			
<b>Yes Votes:</b>	Chris Ghione	David Dworkin	Doug Hall	Alexis Solis
	Michael Meredith	Gene Guglielmo		
<b>Final Vote:</b>	Yes: 6	No: 0	Absent: (1) Edith Ramirez	

Board Comment: Several clarifying questions made regarding the Work Plan from Edith Ramirez, Michael Meredith, Doug Hall, Chris Ghione, Gene Guglielmo, including but not limited to market prioritization, confirmed spending vs unconfirmed, agency services, process, performance, partner training, return on investment, editorial calendar, and sports facility improvement. Alexis Solis, David Dworkin expressed support.

Public Comment: none

**FUTURE BOARD & OTHER MEETING DATES**

September 26, 2022	Board Meeting (virtual)
October 24, 2022	Board Meeting (virtual)
November 28, 2022	Cancelled – Holiday
December 26, 2022	Cancelled – Holiday

Meeting Adjourned at 12:46 pm