

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, August 23rd, 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.

CALL TO ORDER Michael Meredith called to order 11:04 am

ROLL CALL Board Members Present: Chris Ghione, Edith Ramirez, Gene Guglielmo, Carrie Benjamin, Andrew Firestone, David Dworkin, Doug Hall
Absent: Alexis Solis

Public Present: John McKay, Matt Mahood, Bina Roy-Desai

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 June 2021

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

Board Comment: Chris Ghione noted addition of TBID pace report to monthly financials

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2. ED Marketing Update

Board Comment: Doug Hall and Edith Ramirez positive comments on work and brochure requests.

Public Comment: Bina Roy-Desai noted packaging Vine to Wine ticket with hotel won't work but booking codes with separate ticket purchase can be done.

3. Annual Report Approval

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

Board Comment: Edith Ramirez suggested inclusion of visuals in Appendix A

Public Comment: None

4. Check Calendars for Tourism Forum

Board Comment: Edith Ramirez recommended name change from "Forum" to something else and suggests board visit venues in person. Michael Meredith asked how will event drive overnight stays and if there is hospitality appreciation planned. Andrew Firestone notes reinforcing purpose, strategy, priorities in VMH driving overnight stays and noted optics of large in person event when hospitality hurting; also keep event 1-2 hours. Doug Hall suggested one-sheet for businesses for awareness of resources VMH has. Gene noted ongoing communication and cross marketing important. Most viable date for virtual event is Oct 13 from 10-noon.

Public Comment: John McKay asked about "concierge" concept for businesses; awareness of tourism resources, monthly topics.

5. Board Member Sharing

Board Comment: Andrew Firestone shared business travel hotel markets still impacted and staff problems. Coastal leisure destinations have recovered – Silicon Valley/Bay Area business travel has not. Doug Hall shared maintaining business, inventory issues, small session conference structure in Park City bike event. Edith Ramirez shared congrats to Bike Therapy for Excellence Award in bike retail. Carrie Benjamin shared the SJ city facilities require vaccine proof if over 50 ppl as of Sep 1 impacting city facilities like convention and SAP center. Might have leads for OSC fields in March 2022. Chris Ghione shared that City looking at master plan for OSC expansion and in process of purchase 20 acres off Monterey for possible baseball fields with more updates at Oct board meeting.

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Public Comment: John McKay shared about CA League of Cities event SCV wine and Vine to Wine seeking volunteers/service staff

ADJOURN 12:29 pm

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 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.