

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 (except Alexis Solis) + Executive Director

PUBLIC Victoria San Nicolas, Jeff Dixon, Bina Roy Desai

Public Comment – Krista Rupp requested for Chair to switch agenda items 2 & 3

BUSINESS ITEMS

1. Approve August Minutes & Treasurer’s Report

Vote:	Motion: Gene Guglielmo Second: David Dworkin			
Yes Votes:	Doug Hall	Chris Ghione	Michael Meredith	
Final Vote:	Yes: 5	No: 0	Absent: 2 Edith Ramirez; Alexis Solis	

Board Comment: None

Public Comment: None

2. Annual Workplan FY 22-23 Approval of Proposed Edits

Vote:	Motion: Edith Ramirez Second: Gene Guglielmo			
Yes Votes:	Doug Hall	Chris Ghione	David Dworkin	Michael Meredith
Final Vote:	Yes: 6	No: 0	Absent: 1 Alexis Solis	

Krista Rupp presented Annual Workplan feedback and suggested edits, plus a recap of the previously approved Marketing budget area.

Board Comment: Edith Ramirez, Doug Hall and Gene Guglielmo expressed thanks and agreement with the flexible marketing plan

Public Comment: None

3. Public Relations RFP Status Update

Krista Rupp presented the Services sought from Public Relations firm and RFP process overview for feedback.

Board Comment: Edith Ramirez and Michael Meredith shared strategic thoughts on interviews and board attendance.

Public Comment: None

4. VMH Administrative Calendar Updates

Krista Rupp provided overview of upcoming VMH and community meetings

Board Comment: Michael Meredith shared thoughts on upcoming Board meetings being virtual or in-person.

Public Comment: None

5. City of MH Economic Development Updates

Brittney Sherman provided an update on City programs including PBID, MoGo, HIP, Parklet Program, SWS, ICSC retail conference

Board Comment: Edith Ramirez shared excitement for MoGo program, Colibri Gallery groundbreaking ceremony, and downtown hotel going to Planning Commission Oct 11. Gene, Edith, and Michael commented on directional signage for wineries/tourism points of interest and marketing materials to leverage.

Public Comment: None

6. Board Member Updates

Board Comment: Edith Ramirez and Michael Meredith shared strategic thoughts on interviews and board attendance.

Public Comment: None

FUTURE BOARD & OTHER MEETING DATES

October 24, 2022	Board Meeting (virtual)
November 28, 2022	Cancelled – Holiday
December 26, 2022	Cancelled – Holiday
January 23, 2022	Board meeting (virtual)

Meeting unofficially adjourned 11:54 due to technical difficulty closing video conference. Edith, Michael, Chris, Krista, and David rejoined and continued brief updates, closing 12:00 pm.