

# 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

**Andrew Firestone**, Hotel Representative  
**Alexis Solis**, Hotel Representative  
**Gene Guglielmo**, Wineries Representative  
**Carrie Benjamin**, Sports & Recreation Representative

**Wednesday, September 9<sup>th</sup>, 2020**

**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** Mr. Meredith called to order at 11:04 am

**ROLL CALL** all above present

**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.

John McKay stated that restaurants need support as we enter the fall and winter season with weather limiting outdoor dining and indoor dining still restricted. Andrew Firestone noted that the public needs accurate data on pandemic and to leverage City Council support on obtaining information.

## BUSINESS ITEMS

1. Approve Minutes for July 27, 2020

2 minutes

<b>Vote:</b>	Chris Ghione moved to approve the July Board Meeting Minutes. Gene Guglielmo seconded.			
<b>Yes Votes:</b>	Andrew Firestone	Edith Ramirez	Carrie Benjamin	David Dworkin
	Alexis Solis	Michael Meredith		
<b>Final Vote:</b>	Yes: 8	No: 0	Absent: 0	Abstain: 0 Vacant: 1

No Board or Public Comment

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### 2. Approve Treasurer’s Report July 2020

2 minutes

<b>Vote:</b>	David Dworkin motioned to approve the July Treasurer’s Report. Alexis seconded.			
<b>Yes Votes:</b>	Chris Ghione	Andrew Firestone	Edith Ramirez	Gene Guglielmo
	Carrie Benjamin	Michael Meredith		
<b>Final Vote:</b>	Yes: 8	No: 0	Absent: 0	Abstain: 0 Vacancy: 1

Board Comment: None

Public Comment: Krista Rupp noted that August report will be shared for September 28<sup>th</sup> board meeting.

### 3. Adopt Strategic Plan

30 minutes

<b>Vote:</b>	Michael Meredith motioned to approve the Destination Strategic Plan with ability for JLL/ED to work individually to improve mission and vision statements. Edith Ramirez seconded.			
<b>Yes Votes:</b>	Andrew Firestone	Alexis Solis	Carrie Benjamin	David Dworkin
	Gene Guglielmo	Chris Ghione		
<b>Final Vote:</b>	Yes: 8	No: 0	Absent: 0	Abstain: 0 Vacancy: 1

Board Comment: Andrew Firestone commented that these serve as a breadcrumb trail supporting our tactics and that it is long term, as COVID-19 impacts two major strategic areas of focus. Edith Ramirez commented that the goals and strategy fit but is curious on how it impacts the work program and commented on Mission and Vision statements calling out specific markets. Chris Ghione shared he also wanted the Vision to be more inspiring but not sure how and that keeping simpler allows flexibility in pivoting if markets change. Bethanie DeRose commented that we may add to plan revisiting statements in 24-36 months and that markets well-defined in plan. David Dworkin supports the plan. Gene Guglielmo commented that it is flexible and a good base. Carrie Benjamin shared appreciation for work gone in.

Public Comment: Dan Fenton suggested that the Strategic Goals may serve as agenda items for Board to follow progress and keep focus, as well as have metrics. Krista Rupp commented that already implementing this framework for monthly reporting. Brittney Sherman echoed Andrew’s comment about understanding the current COVID-19 situation and how it impacts VMH priorities short term. Krista commented this is a 3-year plan but could be considered for up to 5 years with delays to gatherings. Dan Fenton shared that there is continuity. John McKay shared that the statements are generic to any city and would like to see something more specific to Morgan Hill recreation.

Chairman Meredith moved Agenda Item #7 up per timing.

### 4. Adopt Brand Logo

45 minutes

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<b>Vote:</b>	Edith Ramirez motioned to select logo option A-3 for Visit Morgan Hill. David Dworkin seconded.			
<b>Yes Votes:</b>	Andrew Firestone	Alexis Solis	Gene Guglielmo	Chris Ghione
	Michael Meredith			
<b>Final Vote:</b>	Yes: 7	No: 0	Absent: 1 Carrie Benjamin	Abstain: 0 Vacancy: 1

Board Comment: Option A-3 is clearly front runner. Board poll showed 6 for A-3 and 1 for B-3. David Dworkin expressed thanks. Edith Ramirez thanked subcommittee and Rane from Paper Moon Creative. Gene Guglielmo and Alexis Solis expressed thanks as well.

Public Comment: None

### 5. Adopt FY 2020-2021 Budget

5 minutes

<b>Vote:</b>	Gene Guglielmo motioned to approve the FY 20-21 Expense Budget. Chris seconded.			
<b>Yes Votes:</b>	Andrew Firestone	Alexis Solis	David Dworkin	Edith Ramirez
	Michael Meredith			
<b>Final Vote:</b>	Yes: 7	No: 0	Absent: 1 Carrie Benjamin	Abstain: 0 Vacancy: 1

Board Comment: Edith Ramirez shared that flexibility to move things around is important and for Executive Director to bring items falling outside of budget to the Board. Suggested that the presented budget is light on marketing communication spend and perhaps heavy on sports and event sponsorship. Michael Meredith asked if there is anything preventing us from moving spending around. Edith commented that we must adhere to District Plan. Chris Ghione agreed and referred to presentation breakdown of time and budget and asked Krista Rupp for confirmation. Both allocations were considered in the proposed, budget per District Plan and time/compensation per Destination Strategic Plan. Gene Guglielmo commented that the budget is good. Krista briefly presented Place Branding Art Card update and concept. Edith commented to maximize return. David Dworkin asked if map of cards is part of plan. Michael responded that safe outdoor messaging is great and like the geocaching/scavenger hunt angle.

### 6. Community Board Seat Vacancy

5 minutes

<b>Vote:</b>	Michael Meredith motioned to create a Subcommittee for Board Seat Recruitment. David Dworkin seconded.			
<b>Yes Votes:</b>	Alexis Solis	Andrew Firestone	Edith Ramirez	Chris Ghione
	Gene Guglielmo			
<b>Final Vote:</b>	Yes: 7	No: 0	Absent: 1 Carrie Benjamin	Abstain: 0 Vacancy: 1

Board Comment: Alexis Solis asked for clarification of board seat segment. Chair Meredith articulated it is a Community at Large board seat. Subcommittee members were appointed: Alexis Solis, Edith Ramirez, Michael Meredith. Executive Director to post application online.

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Edith Ramirez commented that Economic Development may support with historic recruitment documents/process.

## 7. Future Meeting Dates & Locations

3 minutes

### **FUTURE MEETING DATES AND AGENDA ITEMS/TOPICS**

September 28, 2020	Virtual
October 26, 2020	Virtual
November 23, 2020	Virtual
December ,2020	TBD - Celebration

Michael Meredith shared that virtual teleconference recommended for remainder of the year. Edith Ramirez commented that a celebration in December would be welcome and if possible, in person. Board and Executive Director to discuss a community forum in lieu of Annual Symposium. Krista Rupp shared that a public reveal of Destination Strategic Plan and Brand is important, but that timing is sensitive.

## 8. Closed Session – Board & Executive Director Commenced 12:57 pm

20 minutes

### **ADJOURN 1:19 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.