

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, September 25, 2023

11:00 a.m.

Hybrid Meeting

CALL TO ORDER 11:06 am by Edith Ramirez

ROLL CALL

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

Remote: Alexis Solis, Bina Roy Desai

Absent: Michael Meredith, David Dworkin

PUBLIC PRESENT Matt Mahood (partial)

PUBLIC COMMENT None

BUSINESS ITEMS

Secretary Ramirez started off the meeting by acknowledging the lack of quorum for the required minimum of 2 hotel board members. Bina Roy Desai was in attendance, but meeting location (remote) not posted as part of agenda, so unable to vote. Ramirez opened board discussion on continuing the meeting without conducting any votes; Board members agreed to informational updates.

1. Approve July & August Minutes and Treasurer’s Reports (5 Minutes)

Vote:	Motion: None Second: None			
Yes Votes:				
Final Vote:	Yes:	No: 0	Absent:	Abstain: 0

Summary: None

Board Comment: None

Public Comment: None

2. MHTBID Renewal Status Update (15 Minutes)

Summary: ED provided an update on timeline & petition status for MHTBID. Also provided an overview of new STR data subscription, August hotel performance, and Visa Insights spending data re: visitor spend percentages in tourism related merchant categories.

Board Comment: E. Ramirez asked what City Council outreach has been done and/or planned throughout renewal process. ED to reach out after Oct 4 Council Meeting. J. McKay asked if TOT data is public – overall numbers are but individual hotels is confidential. J. McKay asked where hotels would like to see ADR/RevPAR levels and about August hotel data and if that is a normal occupancy rate or a jump. A. Solis and B. Roy Desai shared that August saw better than usual weekday performance, possibly due to Dreamforce in SF, and noted shift from business travel to sports and wedding leisure. Sunday and Thursday are shoulder. E. Ramirez asked if we could see historical data to compare to pandemic. C. Ghione asked if there is weekday versus weekend data and if we can include in report out.

Public Comment: None

3. FY 23-24 Budget Update (15 Minutes)

Summary: Executive Director presented informational assessment of prior year spending, and approach to spending this year in Marketing/Communications and Business Development areas.

Board comment: J. McKay asked for more detail on the significance of the Outlook Forum and clarification if there is a specific budget for professional development. D Hall asked if there are media at the Outlook Forum (no, but at the US Travel trade show). A Solis asked for clarification on how many events are considered. E Ramirez expressed support for the approach to the advertising buys and trade shows, with interest in augmenting TikTok presence.

Public Comment: None

4. Approve Voluntary Contribution Policy and Standard MOU (15 Minutes)

Vote:	Motion: None Second: None			
Yes Votes:				
Final Vote:	Yes:	No: 0	Absent:	Abstain: 0

Summary: ED summarized the desire and intent to form a policy and standard agreement for voluntary contributions to VMH and opened conversation about the policy minimum for contributions and staff resources and board process for agreement and confirmation.

Board Comment: J McKay asked about excluding religious and political entities. E Ramirez commented about ways to work with lower minimum threshold, and what kind of partners to exclude i.e., tobacco, guns, adult businesses. B Roy Desai commented that wineries benefit from TBID and crafting tier levels. G Guglielmo commented that it is not a marketing agreement or pay to play. D Hall commented to conserve staff resources, define a couple tiers and be open to organizations in addition to businesses. C Ghione commented that a simple agreement with no strings attached for small contributions, defining one-time expenses, and not depending on that for budget annually, bringing large contributions to board for transparency, and conserving staff resources. E Ramirez had further comments about future pay to play programs leveraging digital advertising i.e., website or email newsletter. Further conversation about defining the contributing partner and base benefit to allow for a simple level and an MOU/collab partnership level. J McKay asked about sponsorship for tourism summit.

Public Comment: None

5. Tourism Summit Planning Update

Summary: ED shared that Save the Dates went out. Working on Speaker Panels. Suggestions welcome. Asked for board feedback on a registration ticket price.

Board Comment: J McKay shared that this is the 10-year anniversary of a foundational tourism committee event. G Guglielmo commented that it is like a pep rally, and we want good attendance. A Solis asked if the event in 2019 was free. D Hall commented that we should encourage other community orgs to attend. E Ramirez commented \$50 might be too high, G Guglielmo agreed. B Roy Desai commented as a hotel prefer to have some kind of ticket price and conserving budget for marketing activities versus community events. Further discussion about an early bird rate of around \$25-\$30 and a higher rate closer out. Suggestion to invite wineries to pour wine.

Public Comment: None

FUTURE BOARD & OTHER MEETING DATES

October 23, 2023	TBD – Meet October 16th
November 6, 2023	Tourism Summit
November 27, 2023	TBD
December 25, 2023	Skip
January 22, 2023	TBD