

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, April 26th, 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 Mr. Meredith called to order at 11:03 am

ROLL CALL Board Members Present: All except David Dworkin

Public Present: Brittney Sherman, Gena Guglielmo, Brian Sullivan, John Lang, Nick Gaich, John McKay, Jim Sergi (logged in & out twice)

PUBLIC COMMENT: None

BUSINESS ITEMS

1. Board Member & Strategic Partner Updates

Each Board member shared brief updates about their respective business and local issues pertaining to staffing recruitment and retention, business travel reduction, and leisure market growth. Strategic Partners Chamber of Commerce and Wineries of Santa Clara Valley also shared. Krista shared points from Downtown Association. Krista Rupp announced the departure of John Lang from the City of Morgan Hill and expressed gratitude for his contribution to launching and supporting Visit Morgan Hill.

2. Approve March Minutes & Treasurers Report

Vote:	Motion: Edith Ramirez Second: Gene Guglielmo			
Yes Votes:	Alexis Solis	Andrew Firestone	Chris Ghione	Carrie Benjamin
	Doug Hall	Michael Meredith		

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Final Vote:	Yes: 8	No: 0	Absent: (1) David Dworkin	Abstain: 0
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No comments

3. Feedback on Downtown Traffic Calming and Businesses Beautification Vision

Andrew Firestone motioned for: Visit Morgan Hill to support the conceptual direction of revitalizing downtown through traffic calming and beautification with the intention of increasing overnight tourism.

Vote:	Motion: Andrew Firestone Second: Carrie Benjamin			
Yes Votes:	Alexis Solis	Gene Guglielmo	Doug Hall	Michael Meredith
Final Vote:	Yes: 6	No: 0	Absent: (1) David Dworkin	Abstain: (2) Edith Ramirez, Chris Ghione

Board Comment: Edith Ramirez presented the downtown traffic calming highlights from the 4/23 Downtown Visioning Summit. Board members discussed supporting the vision and wanting to see specific plans as they develop and support in terms of overnight tourism development.

Public Comment: Krista Rupp shared on behalf of John McKay that he felt the visioning summit was educational for both businesses and residents, and well received. Nick Gaich, Gena Guglielmo, and Brian Sullivan commented support of vision and awareness of potential byproducts/impacts that may not support tourism (i.e. reduction of parking options, lack of transportation options, disconnect from hotels to downtown)

4. Marketing Update

Krista Rupp provided a status update on VMH marketing campaign, feedback process, and upcoming milestones.

Board Comment: Michael Meredith commented great work on short videos

Public Comment: Nick Gaich and Gene thanked Krista Rupp for marketing efforts and social media

ADJOURN 12:45 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.

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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.