



## Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, January 18, 2018

- Call to Order
  - Board Chair Don DeLorenzo called the meeting to order at 8:09 a.m.
- Report on Posting of Agenda:
  - Executive Director, Jane Howard announced the agenda had been posted on January 12, 2018 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
  - Board Members present: Barb Granter, Dave Peoples, Eric Gebhardt, Heather Roach, Vic Vanni, Don DeLorenzo, Maria DeLeon, Melony Prater, John Schoenthaler, Cat Tucker, Mike Patel (8:20), Mark Turner
  - Board Members absent: Brian Bowe (excused), Tammy Brownlow, Adam Sanchez
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez; Assistant Marketing Manager Sarah Lira
  - Guest – Gabe Gonzalez (8:30)
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - There were no public comments
- Consent Items:
  - Approval of November 16, 2017 board meeting minutes – MSC approved unanimously
  - Approval of November 2017 financial reports – MSC approved unanimously
- Board Member Reports:
  - Board Member Prater reported Garlic USA RV Park has been steady. They are still the least expensive RV Park. Next month a group of 30 rigs will arrive.
  - Board Member Vanni – nothing to report
  - Board Member Gebhardt reported good projections for Bay Area in 2018. Depending on weather, Hampton Inn could open in September 2018. Working with the city to possibly change some zoning for a 2<sup>nd</sup> Hotel property to be built.
  - Board Member Turner reported State of the City Address by the Mayor on Thursday, March 1, 2018 at Old City Hall. Dinner & Presentation - \$45

- Board Member Roach – The Outlets had a very successful Holiday Shopping Season with sales being up the last 6 weeks of the year. Making plans for Chinese New Year in February and are also discussing the possibility of an Easter Egg Hunt the Saturday before Easter. Nike store has plans for expansion.
- Board Member Granter reported the Park is now closed. The park will reopen in about 6 weeks (mid-March). “Gilroy Appreciation Day” is scheduled for March 17<sup>th</sup>.
- Board Member Peoples reported the downtown Brewery opening is Friday, January 19<sup>th</sup>.
- Board Member DeLorenzo – No Report
- Board Member DeLeon reported the City’s annual strategic planning session is on the calendar for 2/10 and ½ day on 2/16
- Board Member Schoenthaler – no Report
- Board Member Patel – January has started off well! Tour groups have been opting to stay overnight in Salinas vs. Gilroy.
- Board Member Tucker reported on last night’s City meeting regarding Homelessness in Gilroy. Depressing Neighborhood watches. Social Media was bashing the Mayor. Finding it almost impossible to recruit new police officers as no one wants to be an officer anymore.
- Old Business:
  - Articulate Solutions Website Design Progress Report – Ed reported the project is moving forward with projected launch date of April 1, 2018
- New Business:
  - Approval of December 2017 financial reports – MSC approved unanimously
  - New Vendor Proposal – The Honey Ladies – MSC approved unanimously
  - Mid – fiscal year budget review/analysis/recommendations – handed out to the board – MSC Approved unanimously
  - TBID Agreement for Services with City of Gilroy – MSC approved unanimously
  - By-laws amendment – Article V, Section 8-D – following board discussion, ED Howard will edit the GWC verbiage to make it consistent with City of Gilroy, EDC & Chamber By-laws regarding board meeting absences and bring back to the board of directors for approval at the next board meeting.
- Gilroy Welcome Center Monthly Staff Reports
  - GWC Executive Director Report - emailed to the board prior to the meeting.
  - GWC Manager Report – emailed to the board prior to the meeting
  - GWC Marketing Manager Report – emailed to the board prior to the meeting.
  - Correspondence – None
- Public Comment – Gabe Gonzalez updated the board on the Homelessness Issues that were brought up at last night’s meeting.

Adjournment of Board Meeting at 9:36 a.m.

Next board of directors meeting: February 22, 2018 (board retreat) Hilton Garden Inn 8 – 3pm

Minutes prepared by GWC Manager Pam Gimenez