



## Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, May 17, 2018

- Call to Order
  - Board Chair Don DeLorenzo called the meeting to order at 8:01 a.m.
- Report on Posting of Agenda:
  - Executive Director, Jane Howard announced the agenda had been posted on May 11, 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, Brian Bowe, Eric Gebhardt, Don DeLorenzo, Maria DeLeon, Dave Peoples, Tammy Brownlow, Vic Vanni, Heather Roach, Cat Tucker, Mike Patel
  - Board Members absent: Melony Prater (excused), John Schoenthaler (excused), Mark Turner (excused), Adam Sanchez (excused)
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez; Assistant Marketing Manager Sarah Lira
  - Guests – Gabe Gonzalez
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - There were no public comments
- Consent Items:
  - Approval of April 12, 2018 board meeting minutes – MSC approved unanimously
  - Approval of March 2018 financial reports – MSC approved unanimously
  - Approval of April financial reports – MSC approved unanimously
- Board Member Reports:
  - Board Member Roach reported the painting of the center is almost complete as well as two restroom remodels.
  - Board Member Gebhardt reported that according to his reports, HGI had a great April and May seems to be OK as well. The Hampton Inn will be open by the first of the year if not sooner.
  - Board Member Bowe reported Iron Chef, Michael Simon will be at the festival on Sunday. Sloan Pace was crowned 2018 queen.

- Board Member Vanni reported Syrah & Sausage is coming up on Memorial Day Weekend (Sat. Sun. & Monday) Buy a bottle of Syrah and receive a Sausage Sandwich! Always a great event for Solis Winery. June 3 starts the Yoga in the Vineyard series that will run the first Sunday of the month thru the summer.
- Board Member Patel reported that April was good and so far, May seems to be trending the same.
- Board Member DeLeon reported that summer is coming and its very busy. New Activity guides are out. Gearing up for Special Friends Golf Tournament on 6/1 that benefits developmental disabilities in South County.
- Board Member Tucker reported the council just had an Economic Development Study Session. Need to start thinking outside the box. What is the next best thing for Gilroy!
- Board Member Peoples reported the downtown will be having a sidewalk sale this weekend. The Music Series will begin in June and will be on Monterey Street between 5th & 6<sup>th</sup> Streets.
- Board Member Granter reported the Grand Opening of Water Oasis 2 went well on Mother's Day Weekend! 4000 people were in the park and 1000 of them were just in Water Oasis. Hopefully the weather will start warming up! Saw several Dads going down the slides. Special thanks to Don Chapin Construction for working on the Oasis Project!
- Board Member Brownlow reported she continues to get inquiries on available properties in Gilroy. Not a lot of Commercial space available that would produce revenue for the city. Some local business has an interest in possibly moving out to McCarthy Business Park as they are growing too fast for their current location.
- Board Member DeLorenzo reported the spring/summer leagues are in full swing. Wednesday and Thursday night leagues are larger than in the past. Summer Junior Camps will be starting up soon.
- Old Business:
  - Visit Gilroy Wedding Expo Wrap Up Report – Assistant Marketing Manager Sarah Lira reported on the over 300 guests that we had on 4/22 for the Wedding Expo. It was the hottest day of the year thus far. Surveys were sent to vendors and some great feedback was received about the event. Plan to have a de-briefing meeting in June with Gilroy Gardens and will start looking at next year after that!
  - Status Report – Proposed increase in Santa Clara County TOT percentage – ED Howard reported Gene Zanger (Casa de Fruta) approached the County of Santa Clara to consider keeping a portion of the increase in the South County promoting tourism, as the two biggest contributors to the TOT in the county are in South County.
  - Crisis Communication Plan Update – ED Howard sent to the board 4 different destinations that have a Crisis Plan in effect for Gilroy to use as a template if the board chooses to move forward with this. ED Howard would then work in tandem with the City, not to overlap what the city has in place, but how the Welcome Center can address our visitors in a crisis. Board agreed GWC should move forward with a plan in the future.

- New Business:
  - Articulate Solutions 2018-2019 Scope of Work Proposal – Executive Committee has asked ED Howard to come back in June with a few bids from other agencies as a comparison.
  - Gilroy TBID Budget Draft – 7-1-18 to 12-31-18 distributed to the board. ED Howard explained why this was for 6 months. Revenue is projected to be flat. MSC approved unanimously. Next draft will be for the full 2019 calendar year!
  - GWC Operations Budget Assumptions – FY 18/19 – distributed to board members for discussion purposes.
  - GWC lease renewal with GPO FY 18/19 – Board authorized ED Howard to proceed with lease renewal.
  - GWC Officers – FY 18/19 – Chairman DeLorenzo said if we don't have any volunteers, we will start conversations with those of you who are eligible.
  - Visa Vue Domestic Tourism Report – Q1 2018 – distributed to the board. Highlights include a 4.1% increase in domestic spend over prior year.
- 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

Adjournment of Board Meeting at 9:35 a.m.

Next board of directors meeting: June 21, 2018

Minutes prepared by GWC Manager Pam Gimenez

