



Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, August 16, 2018

- Call to Order
 - Past Chair Don DeLorenzo called the meeting to order at 8:05 a.m.
- Report on Posting of Agenda:
 - Executive Director, Jane Howard announced the agenda had been posted on August 10, 2018 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members present: Brian Bowe, Eric Gebhardt, Don DeLorenzo, Maria DeLeon, Dave Peoples, Cat Tucker, Mark Turner, Tammy Brownlow, Vic Vanni, Kevin Heath, Adam Sanchez
 - Board Members absent: Barb Granter, Melony Prater, Mike Patel, John Schoenthaler, Heather Roach
 - Staff: Executive Director Jane Howard; Assistant Marketing Manager Sarah Lira
 - Guests – Articulate Solutions- Kat Filice, Jason Raby & Jenny Arellano
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - There were no public comments
- Board Member Reports:
 - Board Member Bowe reported that the 40th Annual Gilroy Garlic Festival attendance was down 20% from last year due to the heat. The post event survey has 3x more great reviews.
 - Board Member DeLeon reported that tonight (6:30 at Senior Center) is the annual volunteer recognition reception where they honor their volunteers that donate their time in cleaning the streets, graffiti, volunteers in policing and High school students that help throughout the year.
 - Board Member Tucker reported the city finished their 2nd Economic Development session with Carl Ribbado and that they are closer to finishing their Incentive Policy.
 - Board Member Peoples reported that tonight is the last Downtown Live event for the summer and Parade of Cars, which is hosted by the Chamber of Commerce.
- Consent Calendar:

- Approval of July 19, 2018 board meeting minutes – MSC approved unanimously
- Approval of July 2018 financial reports – MSC approved unanimously
- Visit Gilroy July 2018 Analytics Presentation- Articulate Solutions
- Old Business:
 - Recognition of Past Board Chair Don DeLorenzo presented by Board Member Vic Vanni and Eric Gebhardt.
 - Visit Gilroy/GWC Executive Director Annual Review- Postponed until next month- Motion to continue: approved.
 - Jane Howard asked the Board how they would like to administer the Santa Clara County \$50,000 grant. Board of Directors approve to receive 10% and put the funds in our budget for the board to distribute accordingly.
 - Jane Howard presents the California Welcome Center RFP.
- New Business:
 - Jane Howard reported the Visa Vue Travel Reports- Qtr. Ending 6-30-18. Domestic spend is up 4% from prior year and international spend is down 5.3%.
 - Visit Gilroy Marketing Plans- FY 18/19 reported by Jane Howard DMA West Education Summit in Boise, Idaho presented by Sarah Lira.
 - Board Member Don DeLorenzo reported the success of the Gilroy Rodeo.
- Gilroy Welcome Center Monthly Staff Reports
 - GWC Executive Director Report - will email to the board next week.
 - 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 9:30 a.m.

Next board of directors meeting: September 20, 2018

Minutes prepared by GWC Assistant Marketing Manager Sarah Lira

