



Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, July 19, 2018

- Call to Order
 - Board Chair Heather Roach called the meeting to order at 8:02 a.m.
- Report on Posting of Agenda:
 - Executive Director, Jane Howard announced the agenda had been posted on July 13, 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, Don DeLorenzo, Dave Peoples, Heather Roach, Mark Turner, Melony Prater, Kevin Heath, Cat Tucker, Mike Patel, Eric Gebhardt
 - Board Members absent: John Schoenthaler, Brian Bowe, Adam Sanchez, Vic Vanni, Tammy Brownlow, Maria DeLeon
 - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez; Assistant Marketing Manager Sarah Lira
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - There were no public comments
- Consent Items:
 - Approval of June 21, 2018 board meeting minutes – MSC approved unanimously
- Board Member Reports:
 - Board Member Tucker – reported the City Council is DARK in July. Following a Caltrain board meeting which BM Tucker sits, she reported ridership has increased from Gilroy and 800 people were counted riding the train from Gilroy.
 - Board Member Peoples – reported he will be retiring and closing the Mercantile at the end of September. He will continue to keep some garlic goodies & gadgets in a section of Collective Past Antique store. BM Peoples also reported the closing of Green Glaze Pottery and Itty Bitty Boutique in downtown Gilroy. The good news is there is some interest in available spaces in the downtown area.
 - Board Member Heath – reported it has been a somewhat quiet July, however their traffic through the center is up 10%. This is the last weekend for their theater production, “The

Last 5 Years”. Beginning August 4, a new exhibit, “The World thru Pictures” will open. The Center is ramping up for some after school projects (which will be a first for them) through grant funding.

- Board Member Gebhardt reported the Hampton Inn looks to open around November. More than likely the City will not see an increase in TOT until the first quarter, 2019.
 - Board Member Turner – reported the Chamber staff is gearing up for the Garlic Festival next weekend. Garlic City Car Show will be downtown on 8/18. Over 225 cars are expected for the event. There will be food trucks and vendors in the parking lots. There are 4 seats open on the City Council and 6 people have pulled papers to date.
 - Board Member Patel reported with the 4th of July being in the middle of the week, the first week of July was slow. Occupancy has increased since that first week. Looking at next June with the US Open being in Monterey, Gilroy lodging properties should benefit from some overflow from the Monterey area.
 - Board Member Granter reported that since the weather has cooperated, the Water Oasis expansion has been doing well. During the first two weekends in August, the Gardens is trying a new event in the evenings for 21+ crowd with a band, food trucks, drinks and Water Oasis will be open from 7 – 10pm on Friday, Saturday & Sunday. (Aug. 3, 4, 5 & 10,11,12). Cover charge for the evening is \$20.
 - Board Member DeLorenzo reported a very successful Special Friends tournament with the City. Svedal had their 60th annual tournament at the Gilroy Golf Course. 75% of bookings are coming via social media (Groupon, Golfmoose.com, etc.) Nob Hill is having a manager event this Saturday. Summer programs are winding down. Karen LaCorte & Don DeLorenzo are talking about doing a Gilroy talk show.
 - Board Member Prater said their current owner has been there for about a year already. Upgrades of new wi-fi and cable have been done. They are fully booked for the Garlic Festival (as they are every year). BM Prater mentioned the RV Park won the distinctive honor of being Recycler of the Year and they are getting bookings due to that fact. Not only is the RV Park full on weekends, but they are full during the week. They are seeing a lot of more International travelers in groups wanting to book sites next to each other. They are also receiving a lot more activity on the Facebook page for the RV Park.
 - Board Member Roach – reported the painting is almost complete for the Center. GPO signs have been painted. Next, they will be doing some landscaping upgrades and purchasing some new outdoor patio furniture that will be a bit more welcoming. They are also looking to also get more signage up for customers to get from section to section.
- Old Business:
 - Status Report – GWC lease renewal with Gilroy Premium Outlets has been signed and we are renewed for another year.
 - Status Report –Santa Clara County \$50,000 grant agreement has been sent to legal counsel for approval and we should receive funds by mid-August. The plan is to launch the marketing plan for this campaign on September 1, 2018.

- New Business:
 - Recognition of Past Board Chair Don DeLorenzo – tabled until next meeting.
 - GWC June 2018 Financial Reports – emailed to the board prior to meeting. Possibly transfer \$20,000 from MMA account until the City of Gilroy quarterly contribution is received. (if needed) * MSC approved unanimously
 - GWC Operations Budget Revision – emailed to the board prior to meeting. * MSC approved unanimously
 - GWC TBID Budget Revision – emailed to the board prior to meeting. *MSC approved unanimously.
 - GWC Goals & Objectives FY 18/19 – distributed to the board during the meeting. Item #8 on the list of Goals and Objectives is to respond to an RFP and submit a proposal for designation as a California Welcome Center. * MSC Approved unanimously
 - GWC Annual Financial Review & Tax Return Filing – GWC was notified our previous tax preparer would be retiring immediately and we will need to find another CPA. ED Howard contacted CPA John Blaettler requesting a proposal for services. * MSC Approved unanimously to accept Mr. Blaettler’s proposal for \$1000 plus any unexpected services required at \$100 per hour.
 - GWC New Vendor Proposal – Mark Turner (photography) *MSC approved unanimously
 - GWC Executive Director Annual Review – BM Don DeLorenzo will be sending out to the board an evaluation form. Board members were asked to complete ASAP and return to Don. Past board chair Don DeLorenzo and current chair Heather Roach will compile the results and report back to the board of directors with the evaluation findings and recommendations.
- Gilroy Welcome Center Monthly Staff Reports
 - GWC Executive Director Report - distributed to the board.
 - 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 9:28 a.m.

Next board of directors meeting: August 16, 2018

Minutes prepared by GWC Manager Pam Gimenez

