



Visit Gilroy Board of Directors Meeting Minutes

Thursday, September 20, 2018

- Call to Order
  - Chair Heather Roach called the meeting to order at 8:03 a.m.
- Report on Posting of Agenda:
  - Executive Director, Jane Howard announced the agenda had been posted on September 14, 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, Tammy Brownlow, Vic Vanni, Barb Granter, Mike Patel, Heather Roach
  - Board Members absent: Mark Turner, Melony Prater, John Schoenthaler, Kevin Heath, Adam Sanchez
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - There were no public comments
- Board Member Reports:
  - Board Member Granter reported the park is having a record year with Water Oasis!! Halloween Boo begins on Friday 9/21. Park will be open from 6 – 10pm with Trick or Treating, Everything Boo!
  - Board Member DeLorenzo reported evening leagues are winding down. They have an end of the Season BBQ scheduled for this weekend for evening leagues. A few tournaments are scheduled in October. Gavilan has been experiencing a “Wild Pig” problem on that golf course. They are looking to have a Golf X-games next spring with some great competitions planned.
  - Board Member Vanni reported September is California Wine Month and the Wineries of Santa Clara Valley are celebrating Passport Month. Vic has seen more weekday visitors thru the passport period. On Labor Day weekend Solis hosted their Cab & Kabobs event which was the largest they have ever had! Harvest should begin in a few weeks. Fruit is looking excellent.

- Board Member Bowe reported attendance at the Festival was significantly less due to the hot weather.
- Board Member Gebhardt reported August lodging reports show an increase in occupancy. September is starting out strong as well.
- Board Member DeLeon reported the City is wrapping up the summer schedules. The City has a new updated website that is mobile friendly. September 29<sup>th</sup> is the Gilroy Bonanza Day Parade & Celebration. This year's Leadership Gilroy class is bringing back this event. It is scheduled from Noon – 6pm with a parade traveling down Miller Ave. and a family celebration to follow at Miller Park.
- Board Member Patel reported the Best Western has had a very good summer. September has also started out strong. Mike also mentioned some hotels will rent out their rooms to the farm workers for extended periods of time thru the summer, which may skew our TOT numbers.
- Board Member Peoples reported this weekend is the downtown sidewalk sale. Garlic City Mercantile will be closing on 9/27 but will continue to have a small section of wares at Gilroy Antiques. There is a new mural being painted on the opposite wall from the garlic mural on 5<sup>th</sup> street parking lot. This mural depicts the wine industry. The Christmas parade will be on December 1<sup>st</sup>. Beer Crawl downtown is scheduled for 10/20.
- Board Member Tucker reported the city has approved the Firefighters MOU (Memorandum of Understanding). Council also received a good report from the Parks & Recreation Commission. There is a joint meeting with GUSD this Monday that will be televised. Cal-Trans 20-year business plan has no growth planned for Gilroy/Morgan Hill area. A meeting has been set up to discuss this plan further.
- Board Member Brownlow reported the EDC continues to receive inquiries about available Industrial space. The old OSH space is leasing to Chrysler currently on a temporary basis. Sumanó's Bakery purchased the property on Monterey street where Associated Door Company formerly was located. After 1-1/2 years, they are finally moving forward with a Conditional Use Permit. Two businesses are currently looking at the former El Amigo location (near the Outlets). EDC consultant continues to work on Analysis of Opportunity Sites report.
- Board Member Roach reported they have been very busy working on Capital Improvement projects. All the buildings have been painted and parking lots have been repaved. Roofing projects are also being completed. Bathrooms have also been remodeled. GPO has a budget to replace some landscaping and new signage for buildings to look more cohesive and navigate better. Plans also call for changing out some of the furniture around the center to look a little more inviting. Summer Sales have been very good year over year. Marketing Manager Sarah Lira has been very busy working on Susan G. Komen Pink Event for the month of October as well as the Halloween event.
- Consent Calendar:
  - Approval of August 16, 2018 board meeting minutes – MSC approved unanimously
  - Approval of August 2018 financial reports – MSC approved unanimously

- Old Business:
  - Status Report – SCC South County Tourism Grant – We have received our \$50,000 grant. \$5,000 has been transferred to GWC Operations for administrative services. New tagline, “Sweet Retreat in the South County”. ED Howard has invited both Gene Zanger (Casa de Fruta) & Luca Rutagliano (Corde Valle) to our next board meeting so they can observe what we do as an organization. A new landing page on the Visit Gilroy website will be launched on 10/1/18.
  - Status Report – California Welcome Center RFP – had our site visit on 9/7. We were very well represented by our City Mayor, our City Administrator, Barb Granter, Mark Turner, Heather Roach as well as ED Howard and GWC Manager Pam Gimenez. Attendees believe the site visit went very well and we will know the outcome by Monday, 9/24.
  - Status Report – FY 17/18 Tax Return Filing – John Blaettler is working on getting this completed and back to us. We hope to have the tax returns to the board for approval next month.
- New Business:
  - August 2018 Google Analytics & Social Media Report – emailed to the board of directors.
  - Short term/long term plans – GWC staffing & marketing – ED Howard reported she & GWC manager Pam Gimenez had meetings with each of the part time staff to check-in with each of them, reevaluate their skill sets and then create a spreadsheet to determine what their availabilities are and what they are looking for in the future. After our discussion with staff, we have decided to continue operating the Welcome Center as it currently is through the end of the year. Once we know for sure if we will become a California Welcome Center, we will re-evaluate staffing needs after specifics are provided from Visit California.
- Gilroy Welcome Center Monthly Staff Reports
  - GWC Executive Director Report – distributed to the board during 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 – Board Chair Roach read a letter submitted by board member John Schoenthaler announcing his resignation from the board of directors effective September 19, 2018. Board members will discuss a replacement for board member Schoenthaler at the next board meeting.
- Closed Session – Employee Performance Evaluation – Jane Howard, Executive Director

Adjournment of Board Meeting at 9:30 a.m.

Next board of directors meeting: October 18, 2018

Minutes prepared by GWC Manager Pam Gimenez

