



## Visit Gilroy Board of Directors Meeting Minutes

Thursday, February 21, 2019

- Call to Order
  - Barb Granter (Vice Chair) called the meeting to order at 8:06 a.m.
- Report on Posting of Agenda:
  - ED Howard announced the agenda had been posted on February 15, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
  - Board Member Vacancies – MSC approved unanimously to accept resignation letter of Melony Prater & accept new members; Sarah Lira (GPO), Brent Bonino (LJB Farms), Becca Reed (CMAP -TV).
- Roll Call:
  - Board Members Present: Mark Turner, Tammy Brownlow, Dave Peoples, Maria DeLeon, Cat Tucker, Brian Bowe, Vic Vanni, Adam Sanchez, Mike Patel, Sarah Lira, Brent Bonino, Barb Granter
  - Board Members Absent: Don DeLorenzo, Kevin Heath, Eric Gebhardt
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
  - Guests: Jason Raby (Articulate Solutions); Gabe Gonzalez (City Administrator); Mattie Scariot (Poppy Jasper Film Festival Executive Director)
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - Mattie Scariot from the Poppy Jasper Film Festival provided details to the board about the Poppy Jasper Film Festival coming up April 3 – 7, 2019. There will be ten different events going on throughout the five-day festival. There will be 105 films from 28 different counties at this year's festival. Please contact Mattie if you would like to get involved.
- Board Member Reports:
  - Board Member Brownlow reported Sumano's Bakery plans to be operational by September 2019. GEDC is beginning to receive inquiries for available sites on the newly established opportunity zones. GEDC staff will be attending the ICSC conference in Monterey on March 7 – 8, 2019.
  - Board Member Sanchez reported restaurants (in general) do well in December with the holidays and then the first two weeks of January are typically slow. February, thus far, has been busy. Adam continues to reach out to the BBQ 152 owner regarding potential board service.

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- Board Member Tucker reported the city's strategic planning session begins tomorrow. At the budget study earlier this week there was a great deal of discussion about downtown. City Council has approved a survey of residents for a possible sales tax initiative on the March 2020 ballot dedicated to funding police & fire services.
- Board Member Vanni reported March is Passport Month. Kick-off is March 1, 2019 at Coyote Creek Golf Club. There are three different price options this year - \$50/\$75/\$100. Over 30 participating wineries for Passport Month.
- Board Member DeLeon reported on March 11, 2019 the Recreation Dept. will be making a presentation to the City Council to evaluate the recreation department budget. On March 14<sup>th</sup> is the annual volunteer recognition dinner at the Senior Center. Recruitment efforts are in full swing for 2019 Summer Programs. There is also a Tween program for those kids not old enough to work just yet - they can volunteer and get job readiness and mock interviews so they will be prepared when they are old enough for employment.
- Board Member Turner reported there will be a town hall meeting on February 26, 2019 at Old City Hall Restaurant with John Henley (President/CEO of St. Louise Hospital). John will give an update on the hospital transition to Santa Clara County ownership. March 7 is the State of the City dinner with the Mayor, scheduled for Old City Hall Restaurant from 6 – 8pm. The Chamber is partnering with Gilroy Gardens for a Community Service Orientation Day. This will be for all incoming Freshman to learn and understand the community hours requirements needed to graduate from high school. There will be several non-profit organizations in attendance for the kids to talk to.
- Board Member Bowe reported the festival has been completely rebranded with a new logo. Celebrity Line up: Gerron Hurt (Friday); Tom Colicchio and Teresa Guidice (Saturday). New ticket packages available this year including tickets available in 13 Costco locations. There will also be a Groupon campaign. For the first time, the charitable organizations that work the festival will be able to sell tickets and get some revenue from that sale.
- Board Member Patel reported the Hampton Inn construction is behind schedule, and therefore the opening will be delayed until mid-summer, 2019. Currently the Hilton Garden Inn is doing some remodeling in some of their rooms. Best Western Plus Forest Park Inn has had a busy February. With the US Open in Monterey in June 2019, there are TV crews looking for lodging in the Gilroy area.
- Board Member Peoples – no report
- Board Member Lira reported the Outlets is currently running a Winter Clearance Sale through the end of the month. Easter Event will be on April 20, 2019 from 1 – 3pm.
- Board Member Bonino reported this time of the year agriculture is very slow! This gives them a chance to do some forecasting for the upcoming year. For the first time, the retail fruit stand was open through the holidays. LJB Farms has recently hired a new

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Operations Manager who is very adept at Social Media which has paid a lot of dividends. With the closing of Usegi Farms, LJB has taken over some of their farm land.

- Board Member Granter reported March 16, 2019 will be Gilroy Appreciation Day and March 17, 2019 is the opening date for the general public. Gilroy Gardens had a very good turnout at their recent job fair.
- January Social Media, Marketing & PR Report – Articulate Solutions representative Jason Raby reported on the monthly social media campaigns that were emailed to the board prior to the meeting. A press release was just released announcing the upcoming Grand Opening of the new California Welcome Center Gilroy.
- Consent Calendar:
  - Approval of January 2019 financial reports – MSC approved unanimously
  - Approval of January 17, 2019 board meeting minutes – MSC approved unanimously
- Old Business
  - California Welcome Center Gilroy Ribbon Cutting – Join us on March 1, 2019 from 4 – 6 pm for the official ribbon cutting. Barb Granter will be the Mistress of Ceremonies. We will have Amy Chambers (Visit California); Mike Wasserman (Santa Clara County Board of Supervisors); Roland Velasco (City of Gilroy Mayor) as speakers. We will have wine from Solis Winery and Fire 4 Hire will be providing the appetizers. Chamber of Commerce will coordinate the ribbon cutting at 4:45 pm.
  - Board Member Vacancies – There are currently 16 Visit Gilroy board members.
- New Business
  - 4<sup>th</sup> Quarter 2018 City of Gilroy TBID report – ED Howard reported revenue is up 3.5% than projected. A copy of the report was distributed to board members.
  - 4<sup>th</sup> Quarter 2018 Visa Vue Domestic & International Reports – ED Howard distributed the report to board members and made observations about the report findings.
  - Visit Gilroy Strategic Planning Date – Strategic planning facilitator Carl Ribaudó is confirmed for Thursday, Sept. 19, 2019 from 8 – 2:30 pm. Location TBD.
- January Staff Reports
  - ED Howard will send out monthly report after the STR reports are received.
  - GWC Manager Report – emailed to the board prior to meeting.
  - Correspondence – Thank you letter from Knights of Columbus for donation bag for their event.

Adjournment of Board Meeting at 9:07 a.m.

Next board of directors meeting: March 21, 2019

Minutes prepared by GWC Manager Pam Gimenez

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