



Visit Gilroy Board of Directors Meeting Minutes

Thursday, August 15, 2019

- Call to Order
 - Vic Vanni (Vice Chair) called the meeting to order at 8:02am. Barb Granter (chair) arrived at that time.
- Report on Posting of Agenda:
 - ED Howard announced the agenda had been posted on August 9, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members Present: Adam Sanchez, Barb Granter, Maria DeLeon, Nancy Maciel, Cat Tucker, Vic Vanni, Brent Bonino, Becca Reed, Dave Peoples, Eric Gebhardt, Kevin Heath, Sarah Lira
 - Board Members Absent: Mark Turner, Brian Bowe, Don DeLorenzo, Tammy Brownlow, Mike Patel
 - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
 - Guests: Katherine Filice & Jason Raby (Articulate Solutions)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - No public comment
- Board Member Reports:
 - Adam Sanchez reported downtown Gilroy is currently very QUIET! He is hoping to pick up this weekend with the car show in the downtown.
 - Dave Peoples reported on phone calls from Sister City in Japan wanting to know if it's safe to send their children to Gilroy in October.
 - Cat Tucker reported how overwhelmed everyone is with emails and phone calls, but we need to face reality that this is not going away soon.
 - Kevin Heath – Just opened a new exhibit with a reception Saturday evening. His organization approved their 2020 schedule of events.
 - Maria DeLeon – her staff and volunteers have been working in the Emergency Operation Center.
 - Nancy Maciel expressed gratitude to all the different organizations that assisted with the downtown vigil. GDBA sold #gilroystrong tee shirts and were able to give a check for \$50,000 to the Victims Relief Fund. Downtown Live will be postponed for another week. National Night Out will be in downtown Gilroy on Monterey street on 10/1/19. Nancy is currently working on Beer Crawl & Porch Fest.

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- Vic Vanni – no report
- Eric Gebhardt – Hampton Inn should be open within the next 60 – 90 days. ED Howard will be taking a tour after the board meeting of the hotel.
- Becca Reed – reported CMAP (our community TV station) had some interesting work during this event. Staff gathered all the resources that they could find and put it in a google document (that is continually updated). You are invited to a Community storytelling event where everyone will have the opportunity to share their experiences at 6 pm on Aug. 23, 2019. Stories will be archived at the Gilroy History Museum.
- Sarah Lira reported the Outlets are in Back to School shopping mode!
- Brent Bonino reported this time of the year is a bit slow with all the back to school activities going on.
- Barb Granter reported the Park has experienced declining attendance for the past two weeks.
- July Social Media, Marketing & PR Report – Articulate Solutions representative Jason Raby reviewed the monthly social media campaigns that were emailed to the board prior to the meeting. Website traffic is up 80% however there was a big spike at the end of the month after the Garlic Festival incident. With that spike backed out, there was 38% growth in website visitation YOY. Garlic Festival “Where to Stay” website link was the 3rd highest contributor for referral traffic to the website. Most popular page was Garlic Festival page (even with traffic spike backed out).
- Consent Calendar:
 - Approval of July 18, 2019 board meeting minutes and July 2019 financials – MSC approved unanimously
- Old Business
 - Visit Gilroy Crisis Communication Plan – The board will revisit the plan at a future board meeting considering recent events.
 - Visit Gilroy/CWC Gilroy Executive Director annual evaluation – postponed to next board meeting.
- New Business
 - Visit Gilroy Strategic Planning Session – Sept. 19, 2019 at the Hilton Garden Inn from 8 am – 2 pm. Carl Ribaldo, SMG Consulting will be returning to facilitate the session.
 - Gilroy Peak Travel Research Report from Carl Ribaldo was emailed to the board in preparation for the Sept. 19th Strategic Planning Session.
 - Status Report – Short Term Visit Gilroy Website and Social Media Plan – Due to recent events, Visit Gilroy has gone silent on our social media channels and e-newsletter. We are slowly posting the message detailing the good things to do in this community!
 - Status Report – Tourism Coordinator Staff Position – ED Howard recommended to wait on filling this position until January 2020 due to the uncertainty of the outcome of the

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strategic planning session or the possibility of allocating additional marketing dollars for the next 3 – 5 months.

- Status Report – RFP for Marketing & Public Relations Agency – ED Howard recommended we delay issuing a competitive RFP for a Marketing and Public Relations firm for 1 year. This will allow Visit Gilroy to continue with Articulate Solutions for 2020 and request their proposal for services in November 2019.
- Proposal & Letter of Engagement – Blaettler Accountancy – MSC approved unanimously to proceed with Blaettler Accountancy to file FY 18/19 tax returns.
- VisaVue Travel Reports – Domestic & International – Quarter ending June 30, 2019 – distributed to board members for their review and information.
- July Staff Reports
 - ED Howard – will email monthly report to board members after receipt of the July STR lodging reports.
 - GWC Manager Report – emailed to the board prior to meeting.

Adjournment of Board Meeting at 9:02 a.m.

Next board of directors meeting: Strategic Planning Session – September 19, 2019 – 8 am – 2 pm

Minutes prepared by GWC Manager Pam Gimenez