



## Visit Gilroy Board of Directors Meeting Minutes

Thursday, June 20, 2019

- Call to Order
  - Don DeLorenzo (Past Chair) called the meeting to order at 8:01 a.m.
- Report on Posting of Agenda:
  - ED Howard announced the agenda had been posted on June 14, 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, Don DeLorenzo, Kevin Heath, Dave Peoples, Barb Granter, Maria DeLeon, Sarah Lira, Tammy Brownlow, Mark Turner, Brian Bowe, Eric Gebhardt (via phone)
  - Board Members Absent: Becca Reed, Cat Tucker, Mike Patel, Vic Vanni, Brent Bonino
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
  - Guests: Jason Raby & Kat Filice (Articulate Solutions), Nancy Maciel (Downtown Gilroy)
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - No public comment
- Board Member Reports:
  - Due to our very full agenda, Past Chair DeLorenzo suggested we skip board reports this month unless anyone has anything pressing!
- May Social Media, Marketing & PR Report – Articulate Solutions Jason Raby reviewed the monthly social media reports that were emailed to the board prior to the meeting. Website traffic has over 30% growth in visitation YOY with Facebook Ads & Google Ads backed out. Desktop traffic is down to 19.6% of total traffic. Organic search traffic had 242% increase over prior month, continuing to see strong results from SEO refresh in past few months.
- Consent Calendar:
  - Approval of May 2019 financial reports – MSC approved unanimously
  - Approval of May 16, 2019 board meeting minutes – MSC approved unanimously
- Old Business
  - CWC Gilroy Highway signage update – permits have been submitted and approved and we are being told by the sign company that the highway signs will be installed by 7/1/19. Also, the Gilroy wayfinding signs are completed and are being installed now.
  - IPW – Anaheim debrief report – Jenny from Articulate Solutions and Sandy from Gilroy Gardens attended. They met with 26 appointments out of 28 booked. 50 media kits

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were distributed. Visit Gilroy booth with Gil & Roy along with Sandy Le were featured in IPW daily newspaper.

- Visit Gilroy Operations Budget Draft – FY 19/20 – MSC approved unanimously.
- Visit Gilroy/CWC Gilroy lease renewal with Gilroy Premium Outlets – FY 19/20 – MSC approved unanimously with the additional rent expense for the next two years.
- Visit Gilroy board of directors' nominations – Nancy Maciel (Gilroy Downtown Business Association) will be added to the board as the Downtown representative and Dave Peoples moving into the Community representative position. That leaves one board position open for a Hampton Inn representative.
- Visit Gilroy board of directors officers – FY 19/20 nominated officers are Don DeLorenzo (Past Chair); Barb Granter (Chair); Vic Vanni (Vice Chair); Mark Turner (Treasurer); Eric Gebhardt (Secretary) – MSC approved unanimously
- Visit Gilroy Executive Director Succession Plan Draft – tabled to July board meeting
- New Business
  - Renewal of current consignment vendors – Casa de Fruta; Gilroy Gardens; Gilroy Historical Society; Gilroy Assistance League; Gilroy Garlic Festival; Gilroy Golf Course; It's Chique to Reek; Marie Studios; LB Designs; Chamber of Commerce; Wineries of Santa Clara Valley; Martin Ranch Winery; Gilroy Downtown Business Association; Any Bozzo can Cook; The Honey Ladies; Mark Turner Photography; Garlic City Embroidery – MSC approved unanimously
  - Visit Gilroy board of directors meeting dates – FY 19/20 - MSC approved unanimously.
- May Staff Reports
  - ED Howard – emailed to the board prior to the meeting
  - GWC Manager Report – emailed to the board prior to meeting.

Adjournment of Board Meeting at 9:08 a.m.

Next board of directors meeting: July 18, 2019

Minutes prepared by GWC Manager Pam Gimenez

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