



Visit Gilroy Board of Directors Meeting Minutes

Thursday, October 17, 2019

- Call to Order
 - Barb Granter (chair) called the meeting to order at 8:01am
- Report on Posting of Agenda:
 - ED Howard announced the agenda had been posted on October 11, 2019 at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members Present: Barb Granter, Cat Tucker, Vic Vanni, Sarah Lira, Mark Turner, Brian Bowe, Don DeLorenzo, Brent Bonino, Mike Patel, Eric Gebhardt (8:06), Nancy Maciel (8:29)
 - Board Members Absent: Adam Sanchez, Maria DeLeon, Tammy Brownlow, Dave Peoples, Becca Reed,
 - Staff: Executive Director Jane Howard; CWC Manager Pam Gimenez
 - Guests: Jason Raby (Articulate Solutions); Geoff Mace (President – WSCV)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - Geoff Mace introduced himself and wanted to say “Thank You” to our board for the continued partnership with the Wineries of Santa Clara Valley.
- September Social Media, Marketing & PR Report - Jason Raby reported website traffic overall was down 16% YOY, but with the Ad Words backed out, there was a 6% decrease YOY. Top pages viewed: 33 things to do, Gilroy Gardens Halloween & hotels. Visit Gilroy billboard has been installed on Northbound Hwy. 101 near the Hwy 129 exit.
- Consent Calendar – Approval of September 19, 2019 board meeting minutes* – MSC approved unanimously.
- New Business
 - Approval of September 2019 financial reports; ED also proposed the following TBID 2019 budget adjustments be made to address the delayed opening of the Hampton Inn. The proposal includes the following: Public Relations <\$14,000>, Photos/Video <\$3,000>, Collateral <\$6,000>, Opportunistic <\$9,000>, Trade & Consumer Shows <\$4,000>, Conferences & Travel <\$2,500> for a total adjusted amount of \$38,500 – MSC approved unanimously.
 - Annual Visit Gilroy Presentation to City Council is scheduled for Monday, November 4, 2019.

- Visit Gilroy Special Board of Directors Meeting
- 1) Review Visit Gilroy Strategic Planning Session and Debrief Notes – 9/19/19
 - a. Approved Action ii – edit draft and Including items a, b, c, d, & e to be included in revised draft for board review/approval in November
- 2) Takeaways and action items from strategic planning session
 - a. Approved Action i. - edited versions of Pages 43 & 48 will be included in the revised draft for board review/approval in November
- 3) Destination Strategy Design and Implementation Proposal
 - a. Approved Action ii. – table item for discussion in early 2020
- 4) Perception Study of Gilroy Visitors
 - a. Action i. – consensus by board members this study will be valuable – recommendation by SMG is to conduct the study in January/February 2020 – proposed funding is from 2020 TBID budget (needs to be formally approved by TBID reps during annual meeting in November)
 - b. Approved Action ii. – proposal will be presented to the BOD in November board meeting
- 5) Discussion of November and December board meeting dates
 - a. Action i. – rescheduled November board meeting to Thursday, November 14th at 8 am. **Please note for your calendars.**
 - b. Action ii – cancelled December BOD meeting

Board meeting adjourned at 10:30 am

Next board meeting scheduled for Thursday, November 14, 2019 at 8:00 am

Minutes prepared by California Welcome Center Manager Pam Gimenez & Executive Director Jane Howard