



Visit Gilroy Board of Directors Meeting Minutes

Thursday, January 16, 2020

Call to Order

- Barb Granter (chair) called the meeting to order at 8:03am

Report on Posting of Agenda:

- ED Howard announced the agenda had been posted on January 10, 2020 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, Brian Bowe, Dave Peoples, Adam Sanchez, Nancy Maciel, Eric Gebhardt, Maria DeLeon, Mark Turner, Don DeLorenzo, Kurt Michielssen
- Board Members Absent: Brent Bonino, Mike Patel
- Staff: Executive Director Jane Howard; CWC Manager Pam Gimenez
- Guests: Katherine Filice & Jason Raby - Articulate Solutions; David McLoughlin - Hilton Garden Inn

Public Comment:

- Public Comment for ALL items on or not otherwise on the Agenda
 - No Public Comment
- Board Member Reports:
 - Barb Granter reported 2019 financially ended very strong for Gilroy Gardens. 2020 is the Park's 20th anniversary and a birthday celebration is being planned.
 - Adam Sanchez reported December is always a great month in the restaurant business and then typically slows way down in January.
 - Vic Vanni reported overall year-end sales were flat, however the wine club sales were strong. Currently pruning vines at the winery. Gourmet Wine & Chocolate event scheduled for 2/8/20 - \$25 per person.
 - Dave Peoples reported his space in Collective Past is doing well.
 - Nancy Maciel reported the Holiday Parade went well despite the rain. Looking forward to 2020 in downtown.
 - Eric Gebhardt stated they hope to have the Hampton Inn open by the end of the first quarter, 2020.
 - Mark Turner reported for the next 6 months, the Chamber of Commerce will take over EDC responsibilities. Community Vision Document will be launched officially on March 5th at Mayor's State of the City Address.

- Brian Bowe announced he has resigned as ED of Gilroy Garlic Festival effective 2/28/20. Vendor applications are open, and response has been tremendous. GFA is changing the footprint of the festival grounds along with the layout of vendors. They are hoping to add a Friday night concert along with the Saturday night event. GFA will have an interim executive director until the position is filled.
- Don DeLorenzo reported winter is always slow due to wet weather. St. Mary middle school is planning to put a golf program together. Gilroy Golf Course will be starting a Tuesday 2-man league to go along with the Thursday 4-man league. Currently running a weekday special thru January for \$20.20 (round of golf w/cart)
- Maria DeLeon reported the Recreation Department is launching new software in March which will be more user friendly and easier for registration purposes. They are currently in the middle of a Department Assessment process.
- Cat Tucker reported there is a lot going on in the city. Currently they are trying to understand the new housing laws that went into effect 1/1/2020. Sports Park Master plan was released in December.
- Kurt Michielssen reported the EDC board is very happy to be partnering with the Chamber of Commerce. Candace will be reporting at events on what the EDC has been doing. Also, several EDC current board members that were “terming out” have decided to stay on the board for the immediate future.
- Sarah Lira reported American Eagle will be occupying the space next to the Welcome Center where New Balance had been located. H&M has their big GRAND OPENING today at Noon.
- December 2019 website, social media & marketing report – Jason Raby reported website was down YOY due to no social media ads scheduled in December. Gilroy Gardens New Years Eve event was the most popular page on the website followed by 33 Things to do. Organic traffic continues to show a strong increase in the past few months. Social media engagement was up about 40% over November.
- Consent Calendar – Approval of November 14, 2019 board meeting minutes and approval of November 2019 financials – MSC approved (1 abstention – Kurt Michielssen)
- New Business
 - Approval of December 2019 financial reports – MSC approved (1 abstention – Kurt Michielssen)
 - Approval of final June 30, 2019 Visit Gilroy financial reports – MSC approved (1 abstention – Kurt Michielssen)
 - 2020 Agency Scope of Work & Planning Budgets – Power Point presentation by Articulate Solutions detailing the breakdowns of the marketing for Visit Gilroy and TBID. MSC approved unanimously.
 - Visit Gilroy Destination Perception Study Proposal & Draft questions – The proposal was accepted by the board unanimously with direction to split questions in half. Possibly do an NPS study with 10 questions and a Perception study with another 10 questions. This would be sent out to the email data base of 25,000 people.
 - Tourism & Community Engagement Coordinator hiring status report – ED Howard reported she received 74 applications for this position. She interviewed twelve

candidates and selected four individuals for the Executive Board to interview. The plan is to have this new staff member start on 2/3/2020.

- Visit Gilroy board member representatives – Kurt Michielssen will sit on this board as our EDC representative as one of our 5 mandated seats per our by-laws. Brian Bowe suggested that the board representative from the festival remain vacant until a permanent director is hired. ED Howard will research our by-law compliance on leaving that spot vacant and will bring that information back to the board in February. Becca Reed is no longer with CMAP and she has recommended Jeannine Olson to fill her position on this board. David McLoughlin, General Manager of Hilton Garden Inn is also interested in joining this board. David has 30 years' experience in the lodging industry MSC - all proposed board members approved unanimously.

Old Business – NONE

Staff Reports – Visit Gilroy ED monthly report will be sent to the board later this month.

- CWC Gilroy Manager monthly report was emailed to the board of directors as well as the quarterly report.

Correspondence – NONE

Meeting adjourned at 9:33am

Next meeting: February 20, 2020