



Visit Gilroy Board of Directors Meeting Minutes

Thursday, March 21, 2019

- Call to Order
 - Board Chair Don DeLorenzo called the meeting to order at 8:00 a.m.
- Report on Posting of Agenda:
 - ED Howard announced the agenda had been posted on March 15, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members Present: Dave Peoples, Maria DeLeon, Cat Tucker, Brian Bowe, Vic Vanni, Adam Sanchez, Mike Patel (8:06), Don DeLorenzo, Kevin Heath, Becca Reed, Barb Granter
 - Board Members Absent: Mark Turner, Tammy Brownlow, Eric Gebhardt, Sarah Lira, Brent Bonino
 - Staff: Executive Director Jane Howard; CWC Gilroy Manager Pam Gimenez
 - Guests: Jason Raby (Articulate Solutions); Stacy Giannini (Wineries of Santa Clara Valley); Nancy Maciel (Gilroy Downtown Business Association)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - Stacy Giannini, Marketing Director for the Wineries of Santa Clara Valley announced there are now 32 wineries in the Association. Two new ones in Gilroy and three additional wineries will be coming on-line in Morgan Hill by the end of the year. Plans call for getting the wineries more involved with the Poppy Jasper Film Festival. There are two weekends left for Passport Month. WSCV will be partnering with Visit Gilroy at the Bay Area Travel Show this weekend in Santa Clara.
 - Nancy Maciel, event coordinator for the Gilroy Downtown Business Association stated on April 27, 2019 there is the 2nd annual Health Fair scheduled. May 18, 2019 is the date for the downtown sidewalk sale.
- Board Member Reports:
 - Board Member Sanchez reported he has a suggestion for a new board member. Tim Rengli (Promise Land Brewery) is interested in learning more about serving on the Visit Gilroy board of directors.
 - Board Member Tucker reported the city council is continuing with budget study sessions. A Quality of Life Power Point presentation will be sent to ED Howard to share with the board of directors regarding Homelessness & Mental Health Comparisons.

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- Board Member Peoples reported the building downtown located next to the former Dick Bruhn's store is progressing nicely. The Promise Land Brewery is now open. Capos is the name of the business locating in the former Strand Theatre building. April 13, 2019 is the date for the Downtown Gilroy Art & Wine Stroll.
- Board Member Heath reported February was very busy with the 5th annual Black History Month. Currently Youth exhibit is showing through April 20, 2019. A new Veterans exhibit called, "The Art of War" will be showcased April 27 – May 25, 2019. Limelight's show, "The Velocity of Autumn" will close after this weekend.
- Board Member DeLeon reported most of her staff is in Sacramento at a conference. On March 14, 2019 the annual volunteer recognition dinner at the Senior Center was held. Last week at the city council study session the Parks & Recreation Department was studied.
- Board Member Bowe reported the Garlic Festival is planning something new this year. The week prior to the festival, Wednesday, July 17, 2019, they will be hosting a "kick-off" party for the community. This will be held at the amphitheater at Christmas Hill Park. There will be adult beverages, food and music available.
- Board Member Patel reported the hotel traffic has picked up. This is the beginning of Seed Company Trials and Spring Breaks. Lots of tour group interest as well.
- Board Member Vanni reported his winery is winding up the first quarter and sales have been steady or above last year. Pruning has been completed and now the wineries need the warm weather to push the budding. Solis Winery will be doing lots of bottling in the next couple of weeks. Solis Winery will be hosting a Yoga in the vineyard on Mother's Day. Sausage & Sarah will be on Memorial Day only.
- Board Member Reed reported CMAP has hired a new Director of Programs and Partnerships. CMAP has classes for kids going on at the library that will continue through the summer. During Easter break there will be a two-day class for kids to learn how to make music on their computers and summer classes will be geared around animation and them making their own films. CMAP is partnering with the Poppy Jasper Film Festival and offering their studio for visitation.
- Board Member Granter reported Gilroy Day on March 16th brought in 6300 people. Opening day of March 17th was up by 1/3 over prior year. Now open Friday, Saturday, Sunday until school is out in mid-June. Water Oasis will be opening on May 3, 2019. Natural Science Days with participating school districts have been scheduled. Grade 2's will be first part of May and Grade 4's will be the end of May. 6/13/19 will be Community Service Day for all 8th graders. 7/19/19 Gilroy Gardens will be hosting Rebekah's children Home event, The Squeeze.
- Board Member DeLorenzo reported golf has been a bit quiet due to the rain this first quarter. Leagues get started in April. Gilroy High School teams are using both Gavilan

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and Gilroy Golf Courses. Currently booking tournaments and conducting some driving range improvements.

- February Social Media, Marketing & PR Report – Articulate Solutions representative Jason Raby reviewed the monthly social media campaign results emailed to the board of directors prior to the meeting. Photo shoot has been scheduled to update images throughout the Visit Gilroy website. Sweet Retreat campaign has generated 434 visits to the properties' websites. Updated and renewed the Horizon campaign. IPW is coming up in June. The top post for the month was the Gilroy Gardens Opening!
- Consent Calendar:
 - Approval of February 2019 financial reports – MSC approved unanimously
 - Approval of February 21, 2019 board meeting minutes – MSC approved unanimously
- Old Business
 - Chamber of Commerce Community Vision Document (DRAFT) emailed to the board. After some discussion, there was a recommendation to change the number of wineries to 50. Gilroy Gardens will also be providing updated verbiage to review next month on the document.
 - CWC Gilroy rebranding update/expense report was emailed to the board of directors. Signs are currently in the permit process.
- New Business
 - Vacation Rentals in Gilroy Report – emailed to the board of directors prior to the meeting. ED Howard did state that most vacation rentals are in the County and would not bring in any significant increase in TOT for the City of Gilroy.
 - Bay Area Travel Show – will be held at the Santa Clara Convention Center this weekend. Visit Gilroy will share a booth with the Wineries of Santa Clara Valley.
 - US Travel Association IPW – will be in Anaheim on June 1 – 5, 2019. ED Howard is in the process of requesting appointments currently.
- February Staff Reports
 - ED Howard will email her monthly report to the board of directors after the February STR report is received.
 - GWC Manager Report – emailed to the board of directors prior to meeting.

Adjournment of Board Meeting at 8.59 a.m.

Next board of directors meeting: April 18, 2019

Minutes prepared by GWC Manager Pam Gimenez

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