



Visit Gilroy Board of Directors Meeting Minutes

Thursday, May 16, 2019

- Call to Order
 - Board Chair Don DeLorenzo called the meeting to order at 8:03 a.m.
- Report on Posting of Agenda:
 - ED Howard announced the agenda had been posted on May 10, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members Present: Cat Tucker, Vic Vanni, Adam Sanchez, Don DeLorenzo, Kevin Heath, Dave Peoples, Barb Granter, Maria DeLeon, Mike Patel, Sarah Lira, Brent Bonino (8:10)
 - Board Members Absent: Tammy Brownlow, Eric Gebhardt, Mark Turner, Brian Bowe, Becca Reed
 - Staff: Executive Director Jane Howard; CWC Gilroy Manager Pam Gimenez
 - Guests: Jason Raby (Articulate Solutions), Nancy Maciel (GDBA Event Coordinator)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - No public comment
- Board Member Reports:
 - No reports
- April Social Media, Marketing & PR Report – Jason Raby reviewed the monthly social media analytics emailed to the board of directors prior to the meeting. There has been 107% growth on website visitation year over year. With AdWords campaign backed out, website visitation increased 16%. Sweet Retreats, Home Page and Hotel pages were the top 3 pages visited. Gilroy Gardens and Garlic Festival are the most popular destination pages. E-blast for Wedding Expo had a very high open rate of 54.88% and 10% click-thru rate.
- Consent Calendar:
 - Approval of April 2019 financial reports – MSC approved unanimously
 - Approval of April 18, 2019 board meeting minutes – MSC approved unanimously
- Old Business
 - Chamber of Commerce Community Vision Document (DRAFT)* reviewed by the board. MSC approved unanimously to approve document as presented.
 - CWC Gilroy rebranding update/expense report was emailed to the board. Following discussion, MSC approved unanimously to accept the report.

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- IPW – Anaheim, CA June 1-5, 2019 update. Jenny from Articulate Solutions and Sandy from Gilroy Gardens will be attending. They will be meeting with tour operators looking for 2020 travels. Currently Visit Gilroy has 22 appointments confirmed with a goal of meeting with 30 tour operators.
- New Business
 - Visit Gilroy Operations Budget Assumptions – FY 19/20. – distributed to board members for review and discussion. Proposed Tourism Coordinator salary would be funded 60% by TBID budget and 40% from the Operations budget. Plan calls for to have position filled by October 1, 2019. Assumptions also included increases for CWC manager Gilroy and PT staff to keep us in compliance with minimum wage requirements. MSC approved unanimously to approved budget assumptions and to move forward with official budget proposal next month.
 - Visit Gilroy TBID Revenue Amendment – FY 2019 will reflect a \$15,000 adjustment due to the Hampton Inn not opening until September 2019. An adjustment of \$6,000.00 out of advertising line item and \$9,000.00 adjustment in opportunistic line item will be made. MSC - approved unanimously
 - Visit Gilroy/CWC Gilroy lease renewal with Premium Outlets FY 19/20 – ED requested approval to proceed with negotiating lease for FY 19/20. Visit Gilroy currently in the process of gathering data quantifying the value of services & marketing of Gilroy Premium Outlets provided by Visit Gilroy. MSC - approved unanimously to move forward with lease renewal negotiations.
 - Visit Gilroy board of directors' officers – FY 19/20 – Board Chair DeLorenzo noted the board of directors will be approving the slate of officers for the next fiscal year during the next board meeting on June 20th. He encouraged any board members interested in serving as an officer to contact him or ED Howard.
 - Succession Plan outline for Visit Gilroy Executive Director Draft – distributed to board members for review and discussion. Following discussion, board members asked the following items to be included in next draft to review:
 - a) Immediate vacancy plans
 - b) Line item identified for funding search firm to conduct the search.
 - c) Minimum 6-month notice of departure by the executive director.
 - Visa Vue Travel Reports – distributed to board members.
- April Staff Reports
 - ED Howard will email her report after STR report becomes available.
 - CWC Gilroy Manager Report – emailed to the board prior to meeting.

Adjournment of Board Meeting at 9:09 a.m. Next board of directors meeting: June 20, 2019

Meeting minutes prepared by CWC Gilroy Manager Pam Gimenez

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