



Visit Gilroy Board of Directors Meeting Minutes

Thursday, February 20, 2020

Call to Order

- Barb Granter (chair) called the meeting to order at 8:07am

Report on Posting of Agenda:

- ED Howard announced the agenda had been posted on February 14, 2020 at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020

Roll Call:

- Board Members Present: Barb Granter, Brent Bonino, Vic Vanni, Sarah Lira, Brian Bowe, Nancy Maciel, Eric Gebhardt, Maria DeLeon, Mark Turner, David McLoughlin
- Board Members Absent: Dave Peoples, Mike Patel, Adam Sanchez, Don Delorenzo, Kurt Michielssen, Jeanine Olsen, Cat Tucker
- Staff: Executive Director Jane Howard; CWC Manager Pam Gimenez; Community Engagement coordinator Mattie Walker
- Guests: Katherine Filice & Jason Raby (Articulate Solutions)

Public Comment:

- Public Comment for ALL items on or not otherwise on the Agenda
 - No Public Comment
- Board Member Reports:
 - Nancy Maciel reported that Downtown Gilroy is busy with Wine Stroll (4/4/20) preparation as well as the Gilroy Health Fair, Cinco de Mayo celebration & Summer Concert Series planning.
 - Brent Bonino reported that this time of the year, they are in maintenance mode. Working on equipment and scheduling.
 - Vic Vanni reported that this is also the time of year for maintenance. So far, a very good February as far as sales go. Vic also mentioned the Year Long Wine Passes that are now available for \$75.
 - Sarah Lira reported that LuLu Lemon will be relocating and expanding from their current location in Bldg. D to Bldg. C. American Eagle (next door to the Welcome Center) has just started construction.
 - Brian Bowe reported that the festival will have both a Friday night and Saturday night Concert. Moving into the new millennium, there will no longer be a Queen Contest...they will be festival ambassadors. Look for Applications online soon. Festival association will continue to look for a replacement for Brian Bowe.

- Mark Turner reported that he attended some meetings in Sacramento with Zoe Lofgren regarding ABA predatory lawsuits that we are seeing again. Also had meeting with GoBiz Company, a potential new business coming to town. Have attended meetings for the planning of Gilroy 150 family fun day at Wheeler Center.
- Maria DeLeon reported that City Administrator, Gabe Gonzalez, has resigned his position effective 3/13. The Gilroy Rec department applied for and received a grant to become a tobacco free city. If the council approves, they will work with Articulate Solutions for new logo's and signage for buildings & parks stating that they are Tobacco Free.
- Eric Gebhardt reported that the Hampton Inn should be open the end of March. As star reports are showing, Jan. & Feb. are trending 10 – 15% down. Hoping that the new revived Bike Rally in July will be helpful to get heads in beds.
- David McLoughlin reported that the Hilton is in the middle of remodeling. Was sold out the Saturday night of Presidents weekend, but Feb. is still 10% down from previous year.
- Barb Granter reported that the park will open to the public on March 27. It will be the 20th anniversary year and they are planning The Best Birthday Party EVER!
- January 2020 website, social media & marketing report – Jason Raby reported website was down YOY due to campaigns that ran last year and not this year. Organic traffic continues to show a strong increase in the past few months. The 5 most popular pages for the month: #1 was 33 things to do; #2 was the homepage; #3 were Restaurants; #4 Gilroy Gardens; #5 Calendar of Events. Jason Raby explained the SMP Report.
- Consent Calendar – Approval of January 16, 2020 board meeting minutes and approval of January 2020 financials – MSC approved (motion made – Brian Bowe; 2nd by Eric Gebhardt)
- Old Business
 - Visit Gilroy Destination Perception Study & NPS Survey Update – Carl is working with Articulate Solutions to split our data base in half. Looking to send this out next week.
 - Visit Gilroy Board member Vacancy – Board directed ED Howard to pursue the new Art Director at Gallery 1202.
- New Business
 - City of Gilroy Lodging Report - 4th Qtr. ending 12/31/19. As previously discussed, lodging is down around 27%.
 - Visa Vue Domestic & International Spend Reports – handed out to the board. Star Reports also handed out to the board.

Staff Reports – Visit Gilroy ED monthly report will be sent to the board later as the Star Reports just came in.

- CWC Manager monthly report was emailed to the board of directors. A monthly comparison was done from mid-January – mid February 19 vs. 20 on our Chinese visitors. There is a 24% decrease in Chinese visitors due to the CoronaVirus.
- Tourism & Community Engagement Coordinator Report – handed out to the board.

Correspondence – NONE

Meeting adjourned at 9:10am Next meeting: March 19, 2020