



Board of Directors Meeting Minutes  
Thursday, July 16, 2020

Zoom Meeting Called to Order: 8:02am by Board Chair Barb Granter (Meeting ID 824 9543 9790)  
(Password 956220)

Report on Posting of Agenda: ED Howard announced the agenda was posted at Gilroy Chamber of Commerce, 7471 Monterey Street Gilroy, CA 95020

Roll Call: Present – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Maria DeLeon, Jeanine Olson, David McLoughlin, Adam Sanchez, Don DeLorenzo, Tom Cline, Mark Turner (8:25)

Board Members Absent – Vic Vanni, Eric Gebhardt, Brent Bonino, Mike Patel, Sarah Lira

Guests: Katherine Filice, Jason Raby, Angela Mannino (Articulate Solutions)

Staff Present: Executive Director Jane Howard, CWC Manager Pam Gimenez, Tourism & Community Engagement Coordinator Mattie Walker

June Google Analytics & Monthly SMP report – Jason Raby from Articulate Solutions reported the users were down 30% over last year, but up almost 200% from May (due to the Support Gilroy campaign). Visitation is longer on the website. Top pages for the month were Support Gilroy, Resident Resources, Restaurants, and the homepage. Articulate Solutions submitted several campaigns this month for advertising (Support Gilroy & a Central Coast map ad). Visit Gilroy saw a 1.5% increase on followers on Instagram. The Gilroy Taco Trail was also launched this past month. This press release was picked up by NBC Los Angeles & San Diego writing articles promoting the taco trail. A 30 day recap on the Support Gilroy Campaign (which is a 60 day campaign) was presented. Highlights – almost 5 million impressions on line (which is coming from our Gilroy residents), getting some really solid traction. Several social media posts experienced over 12% engagement. The Landing page for Support Gilroy in the first 30 days generated over 19,000-page views. Average time spent on the page is about 2 minutes.

Consent Calendar: Approval of June 18, 2020 board meeting minutes\*

RESULT:

APPROVED 11 – 0

MOTION: Dave Peoples

SECOND: Cat Tucker

AYES: – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Maria DeLeon, Jeanine Olson, David McLoughlin, Adam Sanchez, Don DeLorenzo, Tom Cline,

NAYS: None

Old Business:

- Visit Gilroy Destination Perception Study & NPS survey Zoom Presentation Follow Up– The presentation was sent out to board members and available for those who were not on the zoom call. The study found 65% of our visitors are “day trippers”. Visit Gilroy has work to do to change that over to over night stays. Need to have some conversations as to what we can do to get people that stay 1 night to stay 2 nights. Visitors are doing more than just shopping. We have other reasons to market Gilroy besides garlic. Staff will work with Articulate Solutions on some creative ideas. We have some action items to move forward with from the studies. Cat Tucker will forward this presentation to City Council.
- Visit Gilroy board member vacancy – ED Howard introduced Tom Cline (President of the Gilroy Garlic Festival) as the new representative for the Garlic Festival on our board.
- Support Gilroy Campaign Update – Kat Filice (Articulate Solutions) explained that this campaign is about Gilroy residents supporting Gilroy! Stay Local, Stay Loyal, Support Gilroy. Articulate Solutions team is being very vigilant to make sure we do not get any backlash from local residents believing this campaign is bringing visitors to town during this pandemic. Currently, this is about Gilroy taking care of Gilroy!
- New Business:
  - Recognition of outgoing board of directors’ chair – Barb Granter (tabled until next month)
  - Visit Gilroy – **June 2020 Financial Reports\***

**RESULT:**

**APPROVED 12 – 0**

**MOTION: Cat Tucker**

**SECOND: Mark Turner**

AYES: – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Maria DeLeon, Jeanine Olson, David McLoughlin, Adam Sanchez, Don DeLorenzo, Tom Cline, Mark Turner

NAYS: None

- CWC Gilroy Vendor Renewals FY 20/21 – Vendors to be renewed are: Casa de Fruta; Gilroy Gardens; Gilroy Ostrich Farm; Gilroy Historical Society; Gilroy Assistance League; Gilroy Garlic Festival; Gilroy Golf Course; LB Design; Wineries of Santa Clara County; Martin Ranch; Gilroy Downtown Business Association; SakaBozzo; The Honey Ladies; Garlic City Embroidery\*

**RESULT:**

**APPROVED 12 – 0**

**MOTION: Cat Tucker**

**SECOND: Tom Cline**

AYES: – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Maria DeLeon, Jeanine Olson, David McLoughlin, Adam Sanchez, Don DeLorenzo, Tom Cline, Mark Turner

NAYS: None

- Visit California and US Travel Covid -19 Updates – Visit California findings that 53% of people plan to stay close to home this summer. High recognition that tourism is important to local business. Visit California has a Responsible Travel Code that has been released. RESPECT is the key to keeping each other safe and all of California’s precious and fragile beauty protected today and tomorrow! US Travel has nothing on Int’l travel at the moment so all the concentration is domestic. Recovery possibly taking longer than they originally thought. Possibly delayed to 2<sup>nd</sup> quarter 2021.

Gilroy Economic Development Partnership (GEDP) Update\* - Partnership consists of Visit Gilroy, Gilroy Chamber of Commerce, Gilroy Gardens, Gilroy EDC, Gilroy Downtown Business Association and Gavilan College. Over the last couple of months this group has focused on Gilroy becoming a Recreation Destination and under that umbrella statement are 3 key initiatives. 1) Sharks Ice; 2) 536 acres at Gilroy Gardens; 3) Gourmet Alley project in downtown Gilroy. Each individual organization will continue to work on their own economic development initiatives however as a partnership they would focus on the three key initiatives listed above.

Motion to approve the Executive Directors participation in the collaboration of GEDP's 3 key initiatives including support of the Gourmet Alley project in downtown Gilroy, development of a facility in partnership with the San Jose Sharks to be located at the Sports Park and project support for utilization of the 536 acres that includes Gilroy Gardens to contribute to Gilroy becoming a Recreation Destination.\*

RESULT:

APPROVED 12 – 0

MOTION: Cat Tucker

SECOND: Dave Peoples

AYES: AYES: – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Maria DeLeon, Jeanine Olson, David McLoughlin, Adam Sanchez, Don DeLorenzo, Tom Cline, Mark Turner

NAYS: None

Staff Reports –

- VG Executive Director Report – ED Howard will send out her report next week after receiving the June Smith Travel Report.
- CWC Manager Report – emailed to the board prior to the meeting. Manger explained to the board that if not for our shut down, we would have exceeded our retail budget goal of \$34,000 for FYE 19/20. She also informed the board of some new items available for sale at CWC Gilroy.
- Tourism & Community Engagement Coordinator Report – On Pinterest, we have exceeded in June 2020 over June 2019 by 1600 impressions. Garlic Shrimp recipe was largely responsible for the increase. More recipes will be coming soon on the Visit Gilroy blog. #1 post is Garlic Shrimp Recipe and the #2 & #3 are Sprig Lake hiking trail and Fremont Peak State Park. Top Boards that people are going to are, “We Love Great Garlic Recipes” & “County Parks in Gilroy”. Outreach was made to every winery (via email) to find out if they were open, do they have food available, days & hours of operation, do they require reservations, any deals and do they have pick up or delivery. Most wineries were very appreciative of Visit Gilroy reaching out to them. Also outreach (via phone) to all restaurants to collect information; do they have outdoor dining, hours of operation, temporary take out menu or full menu, do they offer delivery or strictly take out. Coordinator visited the Hilton Garden Inn to take photos of the new lobby renovations for Visit Gilroy social media. There is a Virtual Wedding Fair scheduled for next Saturday, 6/25/20. This will be a zoom event. Created content for this that Articulate Solutions will put together a power point presentation that we will then loop on our site. She also attended the Gallery 1202 “A Thread of Color” Grand opening. More than ½ of her art was already sold out!

Board Member Reports:

- BM Maciel reported the GDBA continues to work with local restaurants to see if they were in compliance for outdoor dining. They also helped 4 downtown restaurants apply for and receive outdoor furniture through a city grant. They continue to support downtown businesses.
- BM Michielssen reported the U.S. government had extended the payroll protection plan repayment into next year.
- BM Cline reported the Garlic Festival board continues to meet and they are looking forward to the 2021 festival.
- BM Tucker reported the City of Gilroy continues its financial review. The City continues negotiating with all the unions. City staff has been contacted by various news outlets about doing something on the 1-year anniversary of the Garlic Festival Shooting.
- BM Turner reported he is trying to find out why Gilroy & Morgan Hill were targeted by ABC recently. Chamber of Commerce is working with all the businesses and staying positive when they do not know if they will be able to come back from this. They are also very focused on advocacy (tracking bills that are coming out of Sacramento)
- BM Peoples reported Ashford Heirlooms is back open and his garlic products can be found there.
- BM Olsen reported CMAP has been very busy and conducting social distance video production. Staff hopes to be back in their location in downtown Gilroy soon. CMAP is happy to offer services for anything that is needed. Please contact her directly.
- BM McLoughlin reported due to the Crews Fire, the hotel was full of CalFire employees and occupancy was excellent. He also mentioned 80% of the weddings booked for this year that were staying at the hotel have rebooked for 2021.
- BM DeLeon reported there are recreation opportunities available virtually. City is offering Summer Day Camp with a maximum of 12 students. Recreation Staff was responsible for the evacuation center for the Crews fire victims.
- BM Granter reported nothing has really changed. Industry itself is a little challenged. Park is in a holding pattern. As theme parks open, authorities are telling them how many people they can have in the park, which equates to “don’t open up”. The Gardens is watching very closely Great America to see what they decide to do.

Board Meeting adjourned – 9:35am

Next board meeting – August 20, 2020

Board Meeting Minutes prepared by Pam Gimenez