



Visit Gilroy Board of Directors Meeting Minutes

Thursday, March 19, 2020

Telephonic Meeting – Call-in # 408-840-7111, Access 50000#

Call to Order

- Barb Granter (chair) called the meeting to order at 8:05am. Board chair Granter reported due to Santa Clara County Public Health directive issued on March 17, 2020 to shelter in place this was not an official meeting of the Visit Gilroy Board of Directors and no action could be taken.

Report on Posting of Agenda:

- ED Howard announced the agenda had been posted on Friday, March 13, 2020 at 5:00 PM at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020

Roll Call:

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

Public Comment:

- Public Comment for ALL items on or not otherwise on the Agenda
 - No Public Comment
- Board Member Reports:
 - Barb Granter reported Gilroy Gardens is closed until further notice. Three seasonal supervisors are maintaining and securing the Gilroy Gardens property during the shutdown.
 - Vic Vanni reported sales are brisk for wine deliveries during shelter in place guidelines.
 - Dave Peoples – no report
 - Nancy Maciel noted all downtown events have been cancelled or postponed until further notice.
 - Hampton Inn will not be opening until Certificate of Occupancy is issued by the City of Gilroy.

- Mark Turner reported Chamber of Commerce events have been cancelled for March & April.
- Jeanine Olsen reported CMAP could post videos/messages on community TV if helpful. She will provide board members her cell # for their information.
- Don DeLorenzo reported Gilroy Golf Course is closed until further notice
- Maria DeLeon reported the Senior Center is closed – box lunches are being served at this time.
- Cat Tucker reported next City Council meeting is scheduled for April 7th. They will be following county guidelines for the meeting.
- Kurt Michielssen reported Pinnacle Bank deposits are up and many customers are using on-line banking services.
- David McLoughlin noted occupancy at the Hilton Garden Inn is down 60% from prior year. 75% of staff have been furloughed.
- February 2020 Google Analytics & Monthly SMP Reports – Jason Raby reviewed the February reports with board members and answered questions.
- Consent Calendar – continued to April 16, 2020 board of directors meeting
- Old Business
 - Visit Gilroy Destination Perception Study Proposal & NPS Survey Update – ED Howard reported the studies are near completion and the final reports from SMG consulting will be sent by early April.
 - Visit Gilroy board member vacancy – No report
- New Business
 - Visit California/US Travel Corona Virus Updates – ED reported on recent information provided by both organizations.
 - Visit Gilroy Forever After Wedding Expo postponement – Staff member Walker reported the committee is considering a new date for the expo – possibly February, 2021.
 - Gilroy Economic Development Partnership Report* - continued to April 16, 2020 Board of Directors meeting.
 - Bay Area Travel Show – rescheduled to July 25 & 26, 2020 at the Santa Clara Convention Center.
- Staff Reports
 - Visit Gilroy Executive Director monthly report – will be emailed to board of directors after receipt of February STR report.
 - California Welcome Center Manager monthly report – emailed to board of directors prior to the board meeting.
 - Tourism & community Engagement report – Mattie Walker reported on special projects she had been working on during the past 30 days.
- Correspondence – NONE

Meeting adjourned at 9:03 am

Next meeting: April 16, 2020