



Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, March 15, 2018

- Call to Order
 - Board Chair Don DeLorenzo called the meeting to order at 8:03 a.m.
- Report on Posting of Agenda:
 - Executive Director, Jane Howard announced the agenda had been posted on March 9, 2018 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members present: Barb Granter, Brian Bowe, Eric Gebhardt, Don DeLorenzo, Maria DeLeon, Melony Prater, Cat Tucker, Mark Turner (8:05), Mike Patel (8:10), Heather Roach (8:30)
 - Board Members absent: Dave Peoples (excused), Melony Prater (excused), Tammy Brownlow (excused), Vic Vanni (excused), John Schoenthaler (unexcused)
 - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez; Assistant Marketing Manager Sarah Lira
 - Guests – Gabe Gonzalez (8:25)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - There were no public comments
- Consent Items:
 - Approval of February 22, 2018 board meeting minutes – MSC approved unanimously
 - Approval of February 2018 financial reports – MSC approved unanimously
- Board Member Reports:
 - Board Member Sanchez reported his restaurant business has been doing OK. New brewery coming in downtown next to Bartenders Union. The District Theater is now closed! Fifth Street Live has been moved to Thursday nights and for the time being will remain on Fifth Street. Looking to possibly move it onto Monterey Street soon.
 - Board Member Bowe reported the 40th annual Gilroy Garlic Festival is only 4 months away. They have some great Celebrity Chefs lined up for this year that will be announced in May. Pre-season ticket sales last weekend went well. 20% increase over last year's sales.

- Board Member DeLeon reported tonight (6:30 pm at Senior Center) is the annual volunteer recognition reception where the City honors their volunteers that donate their time in cleaning the streets, graffiti, volunteers in policing and high school students that help throughout the year.
- Board Member Turner reported the Legislative Summit will be on Friday, April 20, 2018. All 8 regional elected officials will be speaking. Cost is \$45 which includes lunch at the Hilton Garden Inn. Next week's breakfast will be held at Old City Hall and NOT the Hilton.
- Board Member Gebhardt reported lodging report in January was good. February looks to be a little down and March is flat. Hollister Bike Rally will NOT be occurring this year.
- Board Member Granter reported Gilroy Appreciation Day at the Park is this Saturday, March 17th. The Gardens is open to the general public on Sunday, March 18th.
- Board Member Patel reported Best Western has seen a slight up-tick for the quarter. Syngenta's Spring Trial reservations really slowed down, but Spring Break reservations have picked up that slack!
- Board Member Tucker reported the City has a council meeting this next Monday. She has asked the Mayor to give a proclamation to Gilroy High's Wrestling Team. General Plan Advisory Committee meeting is scheduled for next week. Trees are the big HOT button issue currently. City of Gilroy will be starting negotiations with unions; also getting budgets put together for the next fiscal year.
- Board Member DeLorenzo reported as we spring forward, Twilight Leagues begin in April on Tuesday and Thursday nights. Both Gilroy High and Christopher High Boys leagues are playing Gilroy, Eagle Ridge and Gavilan courses. The Gilroy Golf Course has a new POS system in place that will better serve the customers. Staff is looking at possibly holding a movie night on the Green and Farmer's Market in the parking lot or driving range when the weather warms up.
- Board Member Roach reported the Outlets are nearly 50% finished with new exterior paint project. They are also in the process of remodeling 2 bathroom areas. Staff is looking forward to Easter Eggtravaganza on March 31st with the Easter Bunny, face painting and balloon twisters.
- Old Business:
 - Articulate Solutions Website Redesign Project Update – ED Howard posted a link for board members to use for a sneak preview of the new website. Plan continues to launch new website in early April.
 - GWC Strategic Planning Session Debrief Draft – MSC approved unanimously.
 - GWC Wedding Expo – Sarah Lira reported she has confirmed 45 vendors with the possibility of a total of 47. The event is on April 22nd at Gilroy Gardens from Noon – 4pm. Raffle prizes secured include a 1-night stay at CordeValle Resort; Wedding Dress from Mafalda's valued at \$1500, gift card from the Gilroy Premium Outlets and a photographer donating pre-engagement photos.

- New Business:
 - New Vendor Proposal *– Linda Buchanan Designs – MSC - Approved Unanimously
 - Appointment of City Council Member Cat Tucker to GWC board of directors* - MSC - Approved Unanimously.
 - Discussion of proposed Santa Clara County TOT increase – board members directed ED Howard to pursue discussions and keep them updated on any new developments.
 - Discussion of increasing number of GWC board members - Board members suggested several names for consideration. GWC executive committee will discuss the suggestions and bring recommendations to the board of directors at the April board meeting.
- Gilroy Welcome Center Monthly Staff Reports
 - GWC Executive Director Report - will email to the board next week.
 - GWC Manager Report – emailed to the board prior to the meeting
 - GWC Marketing Manager Report – emailed to the board prior to the meeting.
 - Correspondence – None

Adjournment of Board Meeting at 9:22 a.m.

Next board of directors meeting: April 12, 2018 **(One week earlier next month)**

Minutes prepared by GWC Manager Pam Gimenez

