



## Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, April 12, 2018

- Call to Order
  - Board Chair Don DeLorenzo called the meeting to order at 8:00 am
- Report on Posting of Agenda:
  - Executive Director, Jane Howard announced the agenda had been posted on April 6, 2018 at 5:00 p.m. at the Gilroy Garlic Festival Board Room, 7473 Monterey St. Gilroy, CA 95020
- Roll Call:
  - Board Members present: Barb Granter, Brian Bowe, Don DeLorenzo, Maria DeLeon, Cat Tucker, Mark Turner, Mike Patel, Heather Roach, Vic Vanni, Tammy Brownlow, John Schoenthaler, Adam Sanchez
  - Board Members absent: Dave Peoples, Melony Prater, Erik Gebharht
  - Staff: Executive Director Jane Howard; Assistant Marketing Manager Sarah Lira
  - Guests – Gabe Gonzalez
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - There were no public comments
- Consent Items:
  - Approval of March 15, 2018 board meeting minutes – MSC approved unanimously
- Board Member Reports:
  - No Board Member Reports
- Old Business:
  - Articulate Solutions Website Redesign Project Update – ED Howard announced that the VisitGilroy.com has launched and all collateral is being updated to match website design.
  - GWC Wedding Expo – Sarah Lira announced that the wedding expo is officially 10 days away. She reported that NBC Bay Area will be attending the event and featuring the wedding expo on the news. Event on April 22<sup>nd</sup> at Gilroy Gardens from Noon – 4pm. Board Member Barb Granter announced that we see this event occurring next year as well.

- Proposed increase in Santa Clara County TOT percentage update- ED Howard announced that she will be having a meeting with Gene Zanger and Mike Wasserman to discuss bring 2% of the TOT tax to south county for tourism purposes.
- Additional Board of Directors- Board Member Brian Bowe announced that he spoke with Kevin Heath about joining our board and Kevin is thrilled. Kevin Heath will represent the arts in Gilroy. MSC Approved Unanimously
- GWC Strategic Plan- ED Howard announced that she will be meeting with the hotels to discuss TBID, as well as using the adopted GWC strategic plan to build the 2018-2019 budget. She will be presenting a draft of the budget in May.
- New Business:
  - Crisis Communication Plan\*- ED Howard announced that she will be working on a plan for visitors in the case of a crisis. She will be coordinating with city staff, as well learning more about this topic next week at her CCTC conference. Gabe Gonzales announced that they are preparing a crisis management plan for the city.
  - Potential Revenue Generating Measures- Discussion of ways the city is looking for revenue generation for next year. Kat Tucker and Gabe Gonzales announce the city will be having an Economic Development Workshop with Carl Ribbado on May 14<sup>th</sup>.
  - GWC Quarter ending 3/31/18 reports- ED Howard received the reports on Pam's behalf. Gilroy Garlic Festival and Casa de Fruta are the top consignment vendors for the quarter, Garlic Pistachios is the most sold product and Saturday is the busiest day at the center.
- 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 8:52 a.m.

Next board of directors meeting: May 17, 2018

Minutes prepared by GWC Assistant Marketing Manager- Sarah Lira

