



Board of Directors Meeting Minutes  
Thursday, April 16, 2020

Zoom Meeting Called to Order: 8:08am by Board Chair Barb Granter (Meeting ID 432 241 008)  
(Password 614382)

Report on Posting of Agenda: ED Howard had announced the agenda had been posted at Gilroy Chamber of Commerce 7471 Monterey Street, Gilroy, CA on Friday, April 10, 2020.

Roll Call: Present - Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Brent Bonino, Mike Patel, Eric Gebhardt, Don DeLorenzo

Board Members Absent – David McLoughlin, Adam Sanchez, Sarah Lira

Guest: Jason Raby (Articulate Solutions); Jimmy Forbis (City of Gilroy Interim City Administrator); Roland Velasco (City of Gilroy Mayor)

Staff Present: Executive Director Jane Howard; CWC Manager Pam Gimenez; Community Engagement coordinator Mattie Walker

March Google Analytics & Monthly SMP Report – Jason Raby (Articulate Solutions) 4 advertising campaigns were submitted prior to Corona Virus but have reached out to them all to put on hold for the moment. Big surge in Social Media. Have added a Resident Resource Page to the website. Added a button on the Winery page that will send visitors directly to the Wineries of Santa Clara Valley webpage so they can see which wineries are doing deliveries and specials during this time. Currently working on the creative for the SMP that was presented and passed by Gilroy City Council to Support Gilroy as soon as the shelter in place is lifted. Currently have stopped all outside advertising. Have been working with Visit California on promotions for “take-out Tuesday’s” and promoting/Advertising to locals to help support the local restaurants.

Consent Calendar: Approval of February 20, 2020 board meeting minutes; Approval of March 19, 2020 board meeting minutes; Approval of February 2020 Visit Gilroy financial reports

RESULT:

**APPROVED 13 – 0**

**MOVER:** Dave Peoples

**SECONDER:** Mark Turner

**AYES:** Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Brent Bonino, Mike Patel, Eric Gebhardt, Don DeLorenzo

**NAYS:** None

Old Business: Review of Visit Gilroy Destination Perception Study & NPS Surveys – Results were sent out to the board earlier in the week. ED Howard had a call with Carl Ribaldo earlier in the week and Carl

recommended that we set up a ZOOM meeting with the board to go over the results of these studies in the next two weeks. There are 3 scenarios for the board to consider moving forward ( 0 – 3 months); (3 – 9 months); and (9 months +)

Visit Gilroy board member vacancy – we will be looking at Gilroy Garlic Festival position as well as the Arts to bring our board number back up to 18 members.

New Business - Approval of March 2020 Visit Gilroy Financial reports

RESULT:

APPROVED 13 – 0

MOVER: Mark Turner

SECONDER: Cat Tucker

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Brent Bonino, Mike Patel, Eric Gebhardt, Don DeLorenzo

**NAYS:** None

- Gilroy Economic Development Partnership Report - The executive committee's of the Gilroy Chamber of Commerce, Visit Gilroy, Gilroy Gardens, Gilroy Downtown Business Association, Gilroy Economic Development Department got together to collectively move EDC forward. Notes from the April 16, 2020 meeting have been sent to the board. Discussion on what EDCP is really all about and how tourism will be a main focus. A motion was made for the Visit Gilroy board approve the involvement in this "Gilroy Economic Development Partnership"

RESULT:

APPROVED 13 – 0

MOVER: Mark Turner

SECONDER: Don DeLorenzo

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Brent Bonino, Mike Patel, Eric Gebhardt, Don DeLorenzo

**NAYS:** None

- Proposed Operation & TBID budgets adjustments for financial period ending 6/30/20 - Discussion on adjustments that need to be made due to the shelter in place Covid-19 crisis, TBID numbers have reflected that. A motion was made to accept the recommendation from ED Howard reflecting a 40% reduction (on the TBID budget) in ED Howard's salary effective immediately with the caveat to reconsider increase accordingly as the year progresses and we transition out of the current Covid – 19 crises.

RESULT:

APPROVED 11 – 0

MOVER: Mark Turner

SECONDED: Cat Tucker

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Brent Bonino, Mike Patel, Eric Gebhardt, Don DeLorenzo ( Maria DeLeon & Jeannie Olsen have left meeting)

**NAYS:** None

- Visit California/US Travel Corona Virus Updates – ED Howard said that in meeting with her DMO counterparts, there will be more domestic travel and leisure rural travel. It will take a while for people to start flying again and to feel comfortable being around people again. This is good news for Visit Gilroy. We have more Open Space and rural area around here that we can capitalize on.

Staff Reports - ED Howard reported that the City of Gilroy approved at their 4/6/20 council meeting, an SMP (60 day) media plan in partnership with Gilroy Chamber of Commerce to focus on Gilroy businesses in helping them with applications, paperwork, etc. on grants or loans to continue their survival. This plan will launch immediately after “shelter in place” is lifted.

- CWC Manager Report – emailed to the board prior to the meeting. CWC Manager Pam Gimenez did report that considering our “short” month of March, our retail sales are still at 122% of budget. Hoping that we can still hit our goal of \$34K once we are able to open.
- Tourism & Community engagement report - emailed to the board prior to the meeting. Mattie Walker created an SMP for pinterest & blogs to really promote Gilroy.

Board Member Reports –

- BM Patel reported that Best Western is running about 28 – 30% occupancy. Have reduced some contracts to help. Mentioned that leisure travel will not even be close to what it was. There will be several hotels that are just closing in surrounding areas. Hoping to pick up construction traffic (i.e. Pg&E, CalTrans, local government) BM Gebhardt reported that 25 of all Marriott properties across the country are currently closed until possibly July/August.
- BM Bonino reported that retail side had a huge surge when the shelter first began. It is now more normal. Have implemented new protocols that the county has requested. We will begin to gear up for summer season. Not sure on the labor force this year. Just wait and see
- BM Maciel reported the Downtown has postponed the first & second quarter events. Just launched a SAVE YOUR FAV website. This is a gift card capable website where you can purchase gift cards in \$25 increments to local businesses that can then be redeemed once we are able to do that. Continue to promote the local restaurants.
- BM Peoples asked questions regarding the first street project. Concerned about PG&E power outages due to tree trimming. Collective Past will be closing. Dave will move his garlic stuff down to Ashford Heirlooms. Dave asked Brent about “food dumping” and wanted to know if the industry is addressing that! Trying to come up with alternate food distribution. State of California is looking into stimulus packages for small businesses.
- BM Granter reported the Gardens has applied for help with payroll. Thanks to Pinnacle Bank. Working on putting plans together on how to survive! The reserves that we had put aside for expansion for night events, will now be used for survival. Not sure what the rest of 2020 looks like.
- BM Tucker reported that she was the only one on council that wanted to do an economic stimulus for small businesses. Thought this would be the time to dip into reserves and help. Unfortunately, the other members did not agree. The city is at the mercy of the retail sales tax and that is not happening right now!

Board Meeting Adjourned – 10:00 am

Next Board meeting – May 21, 2020