



Visit Gilroy Board of Directors Meeting Minutes

Thursday, April 18, 2019

- Call to Order
 - Don DeLorenzo (Past Chair) called the meeting to order at 8:05 a.m.
- Report on Posting of Agenda:
 - ED Howard announced the agenda had been posted on April 12, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members Present: Cat Tucker, Vic Vanni, Adam Sanchez, Don DeLorenzo, Kevin Heath, Becca Reed, Barb Granter, Mark Turner, Sarah Lira, Brent Bonino
 - Board Members Absent: Tammy Brownlow, Eric Gebhardt, Maria DeLeon, Brian Bowe, Dave Peoples, Mike Patel
 - Staff: Executive Director Jane Howard; CWC Gilroy Manager Pam Gimenez
 - Guests: Jason Raby (Articulate Solutions)
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - No public comment
- Board Member Reports:
 - Board Member Sanchez reported restaurant business started out the quarter very strong and has since slowed down somewhat.
 - Board Member Vanni reported on WSCV information provided by Marketing Director Stacy Giannini: "Sip with Spencer Wine Show" will air this Saturday featuring several wineries located in Santa Clara Valley. Passports sales increased by 17% from San Jose attendees, but overall, passport sales were down 29%. Revenue was only down 7% due to increased passport prices. This month, there are 50 events scheduled at various wineries. South Valley Wine Auction will take place on 5/18 at Morgan Hill Community Center. Application for scholarships are available on WSCV website. Next week starts wine week in Morgan Hill finishing with an Art/Wine Stroll on 4/27. Upcoming at Solis Winery is Yoga in the Vineyard on 5/12. Also scheduled is a wine pairing dinner in Morgan Hill on 4/23.
 - Board Member Heath reported the closing of their Youth Exhibit this Saturday with an Award Ceremony. Next week beginning on 4/27 starts the Art of War exhibit. The Center has noticed an increase in homelessness around the center, but GPD has done an awesome job whenever called. After school art classes are going into their 3rd set of classes. Next Limelight show will debut on 6/21.

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- Board Member Lira reported the newest store to open soon at the Gilroy Premium Outlets will be Cole Hahn. This Saturday is the center's big Easter Event in Bldg. C. Lots of fun activities for the kids from 1 – 3pm. May is Military Appreciation Month at GPO!
- Board Member Turner reported the Legislative Summit is scheduled for 4/26 at the Hilton Garden Inn from 11 am – 1:30pm. Paws in the Park will take place at Gavilan College Soccer Field on 5/18 from 10 am – 3pm. Lots of activities for your furry friends including Pet-Owner Look Alike contest, Doggie Dress up, etc.
- Board Member Granter reported attendance is holding steady at Gilroy Gardens. The less expensive season passes are in less demand this year. Water Oasis opens on May 3rd (a week earlier than last year). This Sunday the park will hold an Easter Egg Hunt!
- Board Member Reed reported CMAP partnered with PJFF this year and offered their studio for visitation. Gilroy had 2 events at Capo's restaurant located downtown. Many film makers from the L.A. area attended. CMAP is bringing on a new staff member that really knows community television and the culture. Celebrating National Stress Month! Next month is Mentor Month.
- Board Member Bonino reported spring is always a good time of the year for their business. Once the sun comes out, people get out and as a result their retail has done well. Garlic is looking good this year. They will be getting their tomatoes in the ground in the next couple of days.
- Board Member Tucker reported the city council continues to be receiving information about potential budget proposals. A Study Session is scheduled for 4/29 regarding housing and homelessness.
- Board Member DeLorenzo reported golf has been a bit slow due to the rain this first quarter. Leagues have now started, and tournaments are starting up. Pacific Coast Christian School will be starting an after-school program at Gavilan Golf Course beginning next month.
- March Social Media, Marketing & PR Report – Jason Raby from Articulate Solutions presented the results from the monthly social media campaigns that were emailed to the board prior to the meeting. March was a very successful marketing month. There was 28% growth on Visit Gilroy website year over year. A new ad in the Gilroy Recreation Guide for summer is planned. The Save the Date announcement was emailed for the Wedding Expo and within ½ hour of emailing we had a few responses from potential vendors.
- Consent Calendar:
 - Approval of March 21, 2019 board meeting minutes – MSC approved unanimously
- Old Business
 - Chamber of Commerce Community Vision Document (DRAFT) emailed to the board. After some discussion, we will change some of the verbiage and brought back to the board next month.

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- CWC Gilroy rebranding update/expense report was emailed to the board. We are still awaiting pricing on the highway signs. Signs have been permitted so we need to discuss with the city who they would like to work with to complete this project.
- New Business
 - Approval of March 2019 financial reports – MSC approved unanimously.
 - California Welcome Center Designation Agreement – MSC approved unanimously.
 - Impact of Peak Visitation Marketing Study by Carl Ribaud - ED Howard explained the reasoning for participating in this study and how relevant it will be to the Visit Gilroy Strategic Planning Session scheduled for September 19, 2019.
 - Board member vacancies - currently there are two board member vacancies. After much discussion, the board has decided to keep one opening available for our newest hotel (Hampton Inn) when they open later this year and would like to continue to explore the possibility of a downtown Mexican Restaurant representative. MSC approved unanimously
- February Staff Reports
 - ED Howard will email her report after she receives March STR report
 - GWC Manager Report – emailed to the board prior to meeting

Adjournment of Board Meeting at 9:29 a.m.

Next board of directors meeting: May 16, 2019

Minutes prepared by GWC Manager Pam Gimenez