



## Visit Gilroy Board of Directors Meeting Minutes

Thursday, August 15, 2019

- Call to Order
  - Vic Vanni (Vice Chair) called the meeting to order at 8:02am. Barb Granter (chair) arrived at that time.
- Report on Posting of Agenda:
  - ED Howard announced the agenda had been posted on August 9, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
  - Board Members Present: Adam Sanchez, Barb Granter, Maria DeLeon, Nancy Maciel, Cat Tucker, Vic Vanni, Brent Bonino, Becca Reed, Dave Peoples, Eric Gebhardt, Kevin Heath, Sarah Lira
  - Board Members Absent: Mark Turner, Brian Bowe, Don DeLorenzo, Tammy Brownlow, Mike Patel
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
  - Guests: Katherine Filice & Jason Raby (Articulate Solutions)
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - No public comment
- Board Member Reports:
  - Adam Sanchez reported downtown Gilroy is currently very QUIET! He is hoping to pick up this weekend with the car show in the downtown.
  - Dave Peoples reported on phone calls from Sister City in Japan wanting to know if it's safe to send their children to Gilroy in October.
  - Cat Tucker reported how overwhelmed everyone is with emails and phone calls, but we need to face reality that this is not going away soon.
  - Kevin Heath – Just opened a new exhibit with a reception Saturday evening. His organization approved their 2020 schedule of events.
  - Maria DeLeon – her staff and volunteers have been working in the Emergency Operation Center.
  - Nancy Maciel expressed gratitude to all the different organizations that assisted with the downtown vigil. GDBA sold #gilroystrong tee shirts and were able to give a check for \$50,000 to the Victims Relief Fund. Downtown Live will be postponed for another week. National Night Out will be in downtown Gilroy on Monterey street on 10/1/19. Nancy is currently working on Beer Crawl & Porch Fest.

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- Vic Vanni – no report
- Eric Gebhardt – Hampton Inn should be open within the next 60 – 90 days. ED Howard will be taking a tour after the board meeting of the hotel.
- Becca Reed – reported CMAP (our community TV station) had some interesting work during this event. Staff gathered all the resources that they could find and put it in a google document (that is continually updated). You are invited to a Community storytelling event where everyone will have the opportunity to share their experiences at 6 pm on Aug. 23, 2019. Stories will be archived at the Gilroy History Museum.
- Sarah Lira reported the Outlets are in Back to School shopping mode!
- Brent Bonino reported this time of the year is a bit slow with all the back to school activities going on.
- Barb Granter reported the Park has experienced declining attendance for the past two weeks.
- July Social Media, Marketing & PR Report – Articulate Solutions representative Jason Raby reviewed the monthly social media campaigns that were emailed to the board prior to the meeting. Website traffic is up 80% however there was a big spike at the end of the month after the Garlic Festival incident. With that spike backed out, there was 38% growth in website visitation YOY. Garlic Festival “Where to Stay” website link was the 3<sup>rd</sup> highest contributor for referral traffic to the website. Most popular page was Garlic Festival page (even with traffic spike backed out).
- Consent Calendar:
  - Approval of July 18, 2019 board meeting minutes and July 2019 financials – MSC approved unanimously
- Old Business
  - Visit Gilroy Crisis Communication Plan – The board will revisit the plan at a future board meeting considering recent events.
  - Visit Gilroy/CWC Gilroy Executive Director annual evaluation – postponed to next board meeting.
- New Business
  - Visit Gilroy Strategic Planning Session – Sept. 19, 2019 at the Hilton Garden Inn from 8 am – 2 pm. Carl Ribaldo, SMG Consulting will be returning to facilitate the session.
  - Gilroy Peak Travel Research Report from Carl Ribaldo was emailed to the board in preparation for the Sept. 19<sup>th</sup> Strategic Planning Session.
  - Status Report – Short Term Visit Gilroy Website and Social Media Plan – Due to recent events, Visit Gilroy has gone silent on our social media channels and e-newsletter. We are slowly posting the message detailing the good things to do in this community!
  - Status Report – Tourism Coordinator Staff Position – ED Howard recommended to wait on filling this position until January 2020 due to the uncertainty of the outcome of the

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strategic planning session or the possibility of allocating additional marketing dollars for the next 3 – 5 months.

- Status Report – RFP for Marketing & Public Relations Agency – ED Howard recommended we delay issuing a competitive RFP for a Marketing and Public Relations firm for 1 year. This will allow Visit Gilroy to continue with Articulate Solutions for 2020 and request their proposal for services in November 2019.
- Proposal & Letter of Engagement – Blaettler Accountancy – MSC approved unanimously to proceed with Blaettler Accountancy to file FY 18/19 tax returns.
- VisaVue Travel Reports – Domestic & International – Quarter ending June 30, 2019 – distributed to board members for their review and information.
- July Staff Reports
  - ED Howard – will email monthly report to board members after receipt of the July STR lodging reports.
  - GWC Manager Report – emailed to the board prior to meeting.

Adjournment of Board Meeting at 9:02 a.m.

Next board of directors meeting: Strategic Planning Session – September 19, 2019 – 8 am – 2 pm

Minutes prepared by GWC Manager Pam Gimenez