



Visit Gilroy Board of Directors Meeting Minutes

Thursday, July 18, 2019

- Call to Order
  - Barb Granter (chair) called the meeting to order at 8:06 a.m.
- Report on Posting of Agenda:
  - ED Howard announced the agenda had been posted on July 12, 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, Tammy Brownlow, Nancy Maciel, Mark Turner, Cat Tucker, Vic Vanni, Mike Patel (8:08), Brent Bonino (8:08)
  - Board Members Absent: Becca Reed, Dave Peoples, Eric Gebhardt, Kevin Heath, Sarah Lira, Brian Bowe, Don DeLorenzo
  - Staff: Executive Director Jane Howard; GWC 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:
  - Cat Tucker – City of Gilroy is currently on break so nothing to report.
  - Nancy Maciel (Gilroy Downtown Business Assn.) reported the downtown has been busy with Thursday night music series. This Friday evening and Saturday morning URM building tours are scheduled for the general public. National Night Out will be held downtown on Monterey street on 8/6/19. Upcoming events include the Halloween Beer Crawl & Porch Fest.
  - Maria DeLeon (City of Gilroy Recreation Department) reported Christopher High Aquatic Center is open. Last weekend for Wizard of Oz (children's theater). Park & Recreation Dept. is also involved in booths for downtown events.
  - Mark Turner (Gilroy Chamber of Commerce) reported Chamber is prepping for Gilroy Garlic Festival and the Garlic City Car Show in August which will feature Dennis Gage from "My Classic Car" show who will be filming the event for an episode of the show. Friday 8/16 will be a show & shine at Gilroy Gardens with the actual Car Show event scheduled for downtown Gilroy on Saturday, 8/17/19.
  - Vic Vanni (Wineries of SCV; Solis Winery) reported grapes should be great this year. Solis Winery won Best of Show in the Central Coast Wine Competition for their 2018 Estate Fiano Wine. They will be pouring this winner at the Mid State Fair this weekend

8155 -6 Arroyo Circle, Gilroy, CA 95020

**T. 408.842.6436 VisitGilroy.com**



and at the Garlic Festival next weekend. June at Solis winery was awesome with great sales.

- Brent Bonino (LJB Farms) reported they are in mid harvest with their corn. Their sales have also been exceptional for June. LJB does supply some corn for Garlic Festival and they also donate garlic for “garlic braiding”.
- Mike Patel (Best Western Plus) reported June was up due to the golf tournament in Monterey. So far, July seems to be holding steady.
- Tammy Brownlow (Gilroy EDC) reported they just adopted a strategy moving forward and their fiscal year budget. The organization will be conducting a re-brand. They will also be creating a communications plan. Tammy reported a large, well known company is looking for 30+ acres for a data center location in the Gilroy area. The building where Charter Communications was located has a Morgan Hill company interested in purchasing and relocating there. Jason Goelz from the Stomping Grounds is working on Phase II of their expansion. Kindle Floral purchased the Heartwood Cabinets building.
- Adam Sanchez (Milia's Restaurant) reported the restaurant is doing OK. Summer is always harder with people on vacation. However, the Thursday Night Music Series downtown has helped. Adam stated he would love to see more parking downtown.
- Barb Granter (Gilroy Gardens) reported the park is having a decent year. Down from last year, but that's due to Water Oasis II opening last year. Already working on 20<sup>th</sup> anniversary celebration for the park in 2020.
- June Social Media, Marketing & PR Report – Articulate Solutions Jason Raby reviewed the monthly social media reports that were emailed to the board prior to the meeting. Visit Gilroy Website has over 43.2% growth in visitation YOY with Facebook Ads & Google Ads backed out. Organic search traffic had 189% increase over prior month - continuing to see strong results from SEO refresh in past few months. Currently updating photos on the website.
- Consent Calendar:
  - Approval of June 20, 2019 board meeting minutes – MSC approved unanimously
- Old Business
  - CWC Gilroy Highway signage update – The freeway signs are in! We were promised they would be in by 7/1 and the schedule was met!
  - Visit Gilroy Executive Director Succession Plan Draft – MSC approved unanimously
- New Business
  - Approval of June 2019 Visit Gilroy financial reports\* - MSC approved unanimously
  - Visit Gilroy Crisis Communication Plan – Visit Gilroy will attach a cover letter to the City of Gilroy Crisis Communication tool kit.
  - Visit Gilroy/CWC Gilroy Executive Director annual evaluation – Chair Granter reported the board of directors will be sent an email to complete and to please send back to Chair Granter or Past Chair DeLorenzo within a week.

8155 -6 Arroyo Circle, Gilroy, CA 95020  
T. 408.842.6436 **VisitGilroy.com**



- Visit Gilroy Goals & Objectives – FY 19/20 This subject will be tabled until after the strategic planning session in September.
- CWC Gilroy Business Plan - FY 19/20 – emailed to the board prior to the meeting for their information.
- June Staff Reports
  - ED Howard – will email to the board after receipt of the June STR report.
  - GWC Manager Report – emailed to the board prior to meeting.

Adjournment of Board Meeting at 9:20 a.m.

Next board of directors meeting: August 15, 2019

Minutes prepared by GWC Manager Pam Gimenez