



Board of Directors Meeting Minutes  
Thursday, January 21, 2021

Zoom Meeting Called to Order: 8:03 by Board Chair Vic Vanni (Meeting ID 971 4159 0471)  
(Password 627699)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, January 15, 2021 at 5:00pm at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Maria DeLeon, Kurt Michielssen, Zach Hilton, Adam Sanchez, Mark Turner, Mike Patel, David McLoughlin, Vic Vanni, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline, Jeanine Olsen

Board Members Absent – Eric Gebhardt, Nancy Maciel, Don DeLorenzo

Guests: Katherine Filice, Jason Raby (Articulate Solutions)

Staff Present: Executive Director Jane Howard, CWC Gilroy Manager Pam Gimenez

December 2020 Google Analytics & Monthly SMP Reports – Jason reported Traffic was up 55% over prior year due to Phase 2 of the Support Gilroy campaign. Top source of traffic into the website was the Google AdWords campaign for Support Gilroy followed by organic Google search traffic. Tablet traffic is about 15% taking away some of the desk top systems. Average session duration is down YOY also due to Support Gilroy campaign pushing traffic out to other pages on the website. 51% of Blog traffic is coming from organic searches. Top sites on webpage are Support Gilroy, Home Page, 33 things to do and Restaurant page. There was a ½ page ad in Gilroy Life in December. Did a lot of reposting and resharing posts on Facebook & Instagram?

Recap on Phase 2 of Support Gilroy campaign (November 24 – December 31) \$10,000 was used to promote Gilroy to Gilroy residence! Goal was to Educate, Encourage & Unite! The Support Gilroy Landing page linked to all the different business listings (shopping, restaurants, wineries, etc.). Ads ran in both English & Spanish. 14 ads total! Surpassed goals that were set for this campaign.

May 2020 – Dec. 2020 Strategic Marketing Plan Recap – Even though goals were readjusted, and budgets have been revised due to COVID-19, still surpassed our metrics for the year. Did launch the blog in 2020. Most popular blog was a 30-minute Garlic Shrimp recipe.

Consent Calendar: Approval of December 17, 2020 board meeting minutes and November 2020 financial reports\*

RESULT:

APPROVED 14 – 0.

MOTION: Barb Granter

SECOND: Mark Turner

AYES: Maria DeLeon, Kurt Michielssen, Zach Hilton, Adam Sanchez, Mark Turner, Mike Patel, David McLoughlin, Vic Vanni, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline, Jeanine Olsen  
NAYS – None

Old Business – CWC Gilroy Operations Update – ED Howard reported we have adjusted our hours of operation on the weekends by 1 hour. We continue to be open M – F (11 – 4) and Sat/Sun (11 – 5). Traffic continues to be slow during the week and increased on the weekends.

GEDP Status Report – Mark Turner reported there was no December meeting, however the City of Gilroy extended the deadline to submit proposal for 536 project to 2/12/21. On January 11th, the Gilroy City Council heard the presentation from the GDBA about the Gilroy Gourmet Alley Project. The Sharks Ice Project - the city council ad hoc committee is looking at return on capital investments, sales tax impacts, ongoing operating costs, profit margins, non-direct economic impacts such as gas station, hotels, restaurants. ED Howard & BM Turner continue to reach out and looking at some funding possibilities. Possible “Naming rights”. Next GEDP meeting is 1/27/21.

New Business –

- Approval of December 2020 financial reports

RESULT:

APPROVED 13– 0.

MOTION: Mark Turner

SECOND: Zach Hilton

AYES: – Maria DeLeon, Kurt Michielssen, Zach Hilton, Adam Sanchez, Mark Turner, Mike Patel, David McLoughlin, Vic Vanni, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline

NAYS – None

BM Jeanine Olsen absent.

- Approval of Visit Gilroy PPP Application (Payroll Protection Plan)  
The most recent legislature includes 501©6 Non-Profits which fits for Visit Gilroy. Paperwork is completed and ready to submit following board approval. Visit Gilroy qualifies for just under \$40,000 that must be used within 24 weeks for payroll and operational expenses.

RESULT:

APPROVED 13 -0

MOTION: Mark Turner

SECOND: Barb Granter

AYES: Maria DeLeon, Jeanine Olsen, Zach Hilton, Adam Sanchez, Mark Turner, Mike Patel, David McLoughlin, Vic Vanni, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline

NAYS: NONE

ABSTENTION: Kurt Michielssen

- Visit Gilroy Lease renewal with Dataflow Systems for a newer copy machine and an updated version of our postage meter.

RESULT:

APPROVED 14 – 0.

MOTION: Dave Peoples

SECOND: Zach Hilton

AYES: Maria DeLeon, Kurt Michielssen, Zach Hilton, Adam Sanchez, Mark Turner, Mike Patel, David McLoughlin, Vic Vanni, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline, Jeanine Olsen  
NAYS: NONE

- Discussion and recommendation for vacant staff position – Tourism & Community Engagement Coordinator – ED Howard recommended due to decreased travel with COVID to not replace this position at this time. Possibly restructure the job description and look at 2<sup>nd</sup> quarter to post and start looking for a replacement. Mattie Walker will continue to do 2 blogs a month and will be paid on a contract basis. Mattie's last day here at the welcome center was 1/15/21.
- Visit California, US Travel Covid-19 Update – ED Howard sent out the latest update on Covid-19 from Visit California. This last update was a little more upbeat than in the past. Visit California has plans for 1/26/21 as National Plan for Vacation Day! If you put a vacation on the calendar, it makes you feel better especially after 2020. 3/4<sup>ths</sup> of Americans said planning a trip would make them feel more in control amid so much uncertainty. There is a hotline set up to help you plan your vacation. [www.visitcalifornia.com](http://www.visitcalifornia.com) for more information.

Staff Reports – ED Howard will send out her report later today. CWC Manager, Pam Gimenez reports were emailed to the board prior to meeting. Tourism & Community Engagement Coordinator report was also emailed to the board prior to meeting.

Board Members' Reports –

BM Hilton informed board members the Gilroy City Council meetings are now on ZOOM. You can log in and provide public comment through that. The meetings will also be on YouTube that you can watch later.

BM Turner reported Gilroy Chevrolet will be taking over operations of the South County Dodge/Ram dealership. Nissan dealership moved into their new location. In the old Orchard Supply Parking lot will be an O'Reillys Auto Parts (new build) 10<sup>th</sup> & Alexander. Gilroy & Morgan Hill chambers have been meeting once a month and working on issues for South County. Working on 3 initiatives

- 1) Economic Recovery
- 2) Homelessness
- 3) Transportation

BM Vanni reported Solis Winery is open 4 days a week for purchasing and wine club member pickups. They are currently pruning in the vineyards. The Wine Association is DARK for the next 6 months. Wineries all have various hours of operation....NO tastings, just pickups.

BM Patel reported when hotels start lowering their rates, it is hard to get back to where they once were. They are however receiving requests for rooms later in the year.

BM DeLeon reported that City of Gilroy will help the over 75 seniors to start registering for their vaccinations at the Senior Center.

BM Sanchez reported Take Out has been working OK.

Correspondence – Eric Gebhardt has sent an email resigning from the board of directors. This item will be placed on the agenda next month to approve.

Next Visit Gilroy Board of Directors meeting – February 18, 2021

Meeting adjourned: 9:08 am