



Board of Directors Meeting Minutes
Thursday, November 19, 2020

Zoom Meeting Called to Order: 8:03 by Board Chair Vic Vanni (Meeting ID 919 4092 0420)
(Password 838480)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, Nov. 13, 2020 at 5:00pm at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Dave Peoples, Mike Patel, Maria DeLeon, Mark Turner, Cat Tucker, Vic Vanni, Kurt Michielssen, Nancy Maciel, Eric Gebhardt, Tom Cline, Barb Granter

Board Members Absent – Brent Bonino, Adam Sanchez, Don DeLorenzo, Sarah Lira, David McLoughlin, Jeanine Olson

Guests: Katherine Filice, Jason Raby (Articulate Solutions); Gary Walton, John Taft (Gilroy Downtown Business Association)

Staff Present: Executive Director Jane Howard, CWC Gilroy Manager Pam Gimenez, Tourism/Community Engagement Coordinator Mattie Walker

October 2020 Google Analytics & Monthly SMP Reports – Jason reported October traffic is up 63% over September but down 30% YOY. Travel & Leisure magazine mentioned our Taco Trail in a recent post which provided a few hundred visitors to our website. Our blog is starting to gain organic traffic which is driving more traffic to the website. Most popular pages on the website this month were The Pumpkin Patch at the Ostrich Farm; 33 Things to do (2); Home page (3); Taco Trail (4). We did submit an ad for the 2021 issue of Yosemite Journal focusing on food, wine, shopping & outdoor recreation. Also submitted content to Visit California and CCTC about Holiday Events & Road Trips. GPO standees campaign launches Thanksgiving week. Visit Gilroy/CWC Gilroy article submitted for January 2021 GMH Magazine. We have also submitted an ad for the Gilroy Parks & Recreation Winter guide.

Presentation: Gary Walton & John Taft made a power point presentation on the GEDP initiative - Gourmet Alley Downtown Project. The project is concentrating on a three-block area of 4th – 7th streets. Project will focus on creating a place where people can park and walk to various businesses and restaurants. A question was asked about funding for this project and it was stated an application will be submitted to the Department of Commerce for grant funding.

Consent Calendar: Approval of October 15, 2020 board meeting minutes and October 2020 financial reports.*

RESULT:

APPROVED 11 – 0

MOTION: Mark Turner

SECOND: Eric Gebhardt

AYES: Dave Peoples, Mike Patel, Maria DeLeon, Mark Turner, Cat Tucker, Vic Vanni, Kurt Michielssen, Nancy Maciel, Eric Gebhardt, Tom Cline, Barb Granter

NAYS: None

Old Business

- CWC Gilroy Operations Update – ED Howard briefed the board on CWC Operations – Welcome Center continues to be open from 11am – 5pm on Monday – Saturday & 12 – 5pm on Sundays. Due to the County mandated “Purple tier”, the Outlets are encouraging customers to use curbside pickups and have designated specific parking spots for those people. Walk-In traffic continues to be 30 – 40% of normal at the Welcome Center with many more LOCAL visitors. Santa Clara County Health Department representatives were at the Outlets making door to door visits to make sure all businesses were in compliance with paperwork on doors & windows, had their updated “check mark” posted along with the visitor information on Social Distancing. CWC Gilroy will feature a special holiday display of Gilroy Gardens holiday goodies for sale.
- GEDP Status Report – BM Turner reported the 536 RFP has been approved by City Council and is now out. The City has included an aggressive timeline in the RFP with proposals due by 1/19/21. Gilroy City Council Ad Hoc committee conducted a site visit to the Sharks Ice Arena in San Jose last week. Opportunities and possibilities were discussed by the attendees of the site visit if this type of facility was built in Gilroy.

New Business

- 990 Tax Filing Status Report – FYE 6/30/20 – all board members received a copy of the 990 tax forms for their review.
- June 30, 2020 Visit Gilroy revised financial reports were presented - this revision reflects the information included in the 990 tax forms filed for FYE 6/30/20.*

RESULT:

APPROVED 11-0

MOTION: Barb Granter

SECOND: Cat Tucker

AYES: Dave Peoples, Mike Patel, Maria DeLeon, Mark Turner, Cat Tucker, Vic Vanni, Kurt Michielssen, Nancy Maciel, Eric Gebhardt, Tom Cline, Barb Granter

NAYS: None

- 2021TBID Discussion – ED Howard reported under the TBID guidelines, a budget and marketing meeting needs to be scheduled with the lodging properties. Howard will be presenting a 2021 budget draft to lodging properties for their review and consideration prior to the December Visit Gilroy board of directors meeting. ED Howard was pleased to report the actual TBID amount received for quarter ending 9/30/20 was \$77,500 which was nearly double the amount accrued for this time period.
- CWC Gilroy Revised 20/21 business plan* - ED Howard reported Visit California mandates this plan for all California Welcome Centers. Due to COVID -19, revisions were made on the budget and goals and objectives. Four goals & tactics have been submitted: 1) Encourage walk-in traffic to CWC - standees at the Outlets encouraging people to stop by the Welcome Center for more information and receive a FREE gift; 2) Maintain Retail Sales - California brand items, Gilroy Gardens Holiday items available for sale; 3) Restart Collateral Distribution Post Covid-19

Pandemic - delivering collateral to local hotels and continued collateral distribution for group tours when they return & also Gilroy Gardens Welcome Center in spring of 2021. 4) Maintaining the CWC staff training - continue to have bi-monthly meetings with staff to update them on what's new in the Welcome Center and research being completed within the state.

Management will also continue to update staff on local product offerings and attractions.

RESULT OF REVISED 20/21 BUSINESS PLAN

APPROVED 11-0

MOTION: Mark Turner

SECOND: Barb Granter

AYES: Dave Peoples, Mike Patel, Maria DeLeon, Mark Turner, Cat Tucker, Vic Vanni, Kurt Michielssen, Nancy Maciel, Eric Gebhardt, Tom Cline, Barb Granter

NAYS: None

- Visit California, US Travel Covid-19 Updates – ED Howard continues to email any updates on Covid-19 Information to the board of directors.

Staff Reports

- Visit Gilroy Executive Director Report will be sent out to the board later today. ED Howard recognized Council Member & VG Board Member Cat Tucker for all her years of service to this organization.
- CWC Gilroy Manager monthly report – emailed to the board prior to the meeting
- Tourism & Community Engagement Coordinator monthly report – emailed to the board prior to meeting.

Board Member Reports

- BM DeLeon reported the City is in the final process of administrating their small business grants program. There have been 47 businesses that have been given grants in the amount of over \$300,000. City is considering doing a second round of grants and partnering with The Gilroy Chamber of Commerce to help facilitate this program. City is also working with St. Joseph Family Center for rent relief. Families that need some help and assistance with rent or utilities are encouraged to apply.
- BM Maciel reported how much she appreciated the help from Visit Gilroy and Gilroy Chamber of Commerce with posting and sharing stories referencing downtown campaigns. GDBA will be promoting Small Business Saturday on Nov. 28th. Please come downtown and support your local small businesses. Purchase gift certificates online for some of your local favorite restaurants & stores. New promotion beginning 11/28 – 12/28...Where's Gil & Roy? Virtual tree lighting ceremony on 12/5 at 6:30pm.
- BM Vanni reported the wineries will be doing tastings outdoors. Library tastings at Solis will begin on Friday, Nov.27th if the weather permits for them to pour outside.

Correspondence – NONE

Next Board meeting is scheduled for December 17, 2020.

Meeting adjourned: 9:32 am