



Board of Directors Meeting Minutes  
Thursday, December 17, 2020

Zoom Meeting Called to Order: 8:03 by Board Chair Vic Vanni (Meeting ID 979 2394 2426)  
(Password 055091)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, December 11, 2020 at 5:00pm at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Maria DeLeon, Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Don DeLorenzo, Vic Vanni, Eric Gebhardt, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline, Jeanine Olsen (8:15)

Board Members Absent – Adam Sanchez, Cat Tucker

Guests: Katherine Filice, Jason Raby (Articulate Solutions); Zach Hilton (City of Gilroy Councilmember)

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

November 2020 Google Analytics & Monthly SMP Reports – Jason reported Traffic is down 40% YOY. 2/3 of this traffic is coming from Google Organic traffic. Blog had 89 page views with 44 of these coming from Google organic traffic and 26 from Pinterest. Did submit a couple of ads 1) GMH today coming out in the January – March issue; 2) Gilroy Recreation guide Winter-Spring issue. Social Media saw a 1.5% increase in followers. Top post for the month was on Instagram (Gil's off to Germany). Restaurant guide will get a revised and we have created a "Sweet Bites Guide". Support Gilroy campaign launched right before Thanksgiving and will continue through December. Initial reports are showing good engagement on the website generated from links from the Support Gilroy Campaign.

Consent Calendar: Approval of November 19, 2020 board meeting minutes and November 2020 financial reports\*

RESULT:

APPROVED 14 – 0

MOTION: Mark Turner

SECOND: Dave Peoples

AYES: – Maria DeLeon, Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Don DeLorenzo, Vic Vanni, Eric Gebhardt, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline

NAYS – None

Old Business – CWC Gilroy Operations Update – ED Howard reported that CWC Manager, Pam Gimenez has returned to the office after being out with COVID. Welcome Center is currently open 11 – 4 Monday

– Friday and Saturday/Sunday open 12 – 5pm. CWC Gilroy continues to be one of 12 CWC’s in the state that is currently open.

GEDP Status Report – Mark Turner reported on 12/7 an RFP was released by the City of Gilroy on the 536 acres that includes Gilroy Gardens. Proposals submission date is 1/19/21. ED Howard reported that she will be writing an article for Gilroy Life on the 536 project in January. On January 11<sup>th</sup>, the Gilroy City Council will hear a presentation on the Gilroy Gourmet Alley Project. GEDP is not meeting in December

- New Business – Recognition of outgoing Board member Council member Cat Tucker. Cat was unable to make this meeting, however ED Howard sent her a plant from the board of directors in recognition of her many years of service to the City and this board.
- Approval of City of Gilroy board member recommendation - Council Member Zach Hilton\*

RESULT:

APPROVED 15 – 0

MOTION: Mark Turner

SECOND: Don DeLorenzo

AYES: – Maria DeLeon, Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Don DeLorenzo, Vic Vanni, Eric Gebhardt, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline, Jeanine Olsen

NAYS – None

Welcome to the VG board Zach Hilton

- Visit Gilroy 2021 TBID Draft Budget\* - BM Gebhardt reported the committee reduced the original proposed budget draft. Revenue and occupancy is projected to be slow first & second quarters of 2021. MSC – approved 2021 TBID budget

RESULT:

APPROVED 15 – 0

MOTION: Mark Turner

SECOND: Tom Cline

AYES: – Maria DeLeon, Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Don DeLorenzo, Vic Vanni, Eric Gebhardt, Dave Peoples, Barb Granter, Sarah Lira, Brent Bonino, Tom Cline, Jeanine Olsen

NAYS – None

- Garlic Festival Update – BM Cline reported the festival association is committed to having a 2021 festival! They are looking at this year as a bridge year to 2022. The association is in negotiation with Gilroy Gardens to have the festival at that location however numerous details need to be worked out. Possible multiple weekends with a max of 2500 people per day. BM Cline said the plan is to have a decision by end of March.
- Visit California, US Travel Covid-19 Updates- ED Howard reported how sobering all the information Visit California & US Travel continue to send out. ED Howard shared that California and the Hospitality Industry has been hit extremely hard with 58% unemployment rate.

Staff Reports – CWC Manager Pam Gimenez report was emailed to the board prior to the meeting.

- Tourism/Community Engagement Coordinator Mattie Walker’s report emailed to the board prior to the meeting....Pinterest has been slow, but hiking trails have been making a comeback as well as Garlic Recipes. Top boards are - garlic recipes, county parks in Gilroy, Gilroy Garlic Festival. 2796 impressions this month. 6 blog posts this month. Some great history on several of our wineries. Uploading tomorrow are “9 reasons to visit Gilroy”.
- Executive Director’s Report will be sent to the board after STR report for December is received.

Board Reports –

BM Michielssen reported EDC does exist! Planning Session was scheduled for 12/9 with Carl Ribaud. Carl provided some tremendous information and pulled together some excellent thoughts. Carl's report will go out to the EDC board today. Partnership with the Chamber is continuing. Mark Turner is doing a great job. EDC will continue to provide assistance to businesses throughout the Gilroy community.

BM Turner reported the Gilroy Chamber is one of 18 Chambers that belong to the Silicon Valley Chamber Coalition which brought this initiative to the County Board of Supervisors to cap fees for food delivery services. This will provide some relief to the restaurant industry throughout Santa Clara County. Still working on a small business loan program.

BM Peoples asked about "Grants" available to Non-Profit organizations.

ED Howard invited anyone on this board to attend Outlook Forum in February at NO COST virtually.

BM DeLeon thanked Eric Gebhardt for his participation in a homeless ad hoc committee.

BM Hilton reported he is currently working with local Internet Providers to find out where in the city there are bad internet connections. Please contact Zach Hilton if you know of any areas in town with poor connection.

BM Cline thanked the Welcome Center Staff for helping with the sales of the "Covid Stinks" Tee shirts and masks.

Correspondence – NONE

Next Visit Gilroy Board of Directors meeting – January 21, 2021

Meeting adjourned: 9:15am