



Board of Directors Meeting Minutes

Thursday, April 15, 2021

Zoom meeting called to Order: 8:05 by Board Chair Vic Vanni (Meeting ID 880 7522 9393)
(Password 619144)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, April 9, 2021 at 5:00pm at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Mike Patel, Sarah Lira, Zach Hilton, Barb Granter, Kurt Michielssen, Tom Cline, Dave Peoples (8:15), Mark Turner (8:55)

Board Members Absent – Brent Bonino, Maria DeLeon, Don DeLorenzo, Adam Sanchez
Guests: Katherine Filice, Jason Raby (Articulate Solutions)

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

March 2021 Google Analytics & Monthly SMP Reports – Jason reported 37% increase in users YOY. Google Organic traffic was top contributor for the month with most of that traffic feeding into the home page, 33 Things to Do page and hotels and wineries. We did have 199 blog visits. Currently running 2 digital campaigns. 1) TBID one focusing on general hotel stays and wedding interests. 2) City funded campaign focusing on outdoor recreation, shopping, wineries, restaurants, Gilroy Gardens, golf. Next month we will be starting a digital campaign with Visit California & Expedia. For a \$10,000 buy in, we receive \$26,000 value. We will play off the “What If” campaign that Visit California is using. A full-page co-op ad in the South Valley Visitor Guide coming up in mid-May. There was also a co-op with CCTC that started in April. Submitted 3 different story ideas to Visit California. 2% increase on our Instagram page. We have updated our visitor map and are working on a new brochure rack card.

Consent Calendar: Approval of March 18, 2021 board meeting minutes*

Result:

APPROVED 10 – 0.

MOTION: Zach Hilton

SECOND: Barb Granter

Ayes: – Zach Hilton, Kurt Michielssen, Nancy Maciel, Mike Patel, David McLoughlin, Vic Vanni, Barb Granter, Jeanine Olsen, Sarah Lira, Tom Cline

Nays – NONE

Old Business –

CWC Gilroy Operations Update – CWC Manager Pam Gimenez reported that we did increase our hours to 11 – 5pm everyday beginning April 1, 2021. Pam continues to work M-F with P/T staff working the weekends. New CWC product purchased. ED Howard reported that according to the Governor, California is slated to **OPEN UP** on June 15, 2021.

Tourism & Community Engagement Coordinator position (tabled for later as we see how things progress once the state is **OPENED UP**)

**New Business –
Approval of March 2021 Financial Reports***

Result:

APPROVED 11 – 0.

MOTION: Barb Granter

SECOND: Dave Peoples

Ayes: Zach Hilton, Kurt Michielssen, Nancy Maciel, Mike Patel, David McLoughlin, Vic Vanni, Barb Granter, Dave Peoples, Jeanine Olsen, Sarah Lira, Tom Cline

Nays – NONE

Draft 2021 Visit Gilroy Strategic Marketing Plan*

Kat Filice & Jason Raby (Articulate Solutions) went over the SMP directives and numbers attached to those directives which the board received prior to the meeting.

Result:

Accept the Strategic Marketing Plan as presented.

APPROVED 11 - 0.

MOTION: Dave Peoples

SECOND: Kurt Michielssen

Ayes: Zach Hilton, Kurt Michielssen, Nancy Maciel, Mike Patel, David McLoughlin, Vic Vanni, Barb Granter, Dave Peoples, Jeanine Olsen, Sarah Lira, Tom Cline

Nays – NONE

GEDP initiatives update – discussion & possible action (536 proposals) *

The City of Gilroy released the press release on the evaluation process for the 536 Proposals in early March. There were Two companies (Imagine That & Select Contracts) that submitted proposals and the in-depth interviews were conducted by representatives from The City of Gilroy, Economic and Planning Systems, Chamber of Commerce, Visit Gilroy, and Gilroy Gardens on April 9, 2021. Based on the recommendation from the Visit Gilroy board of Directors, we suggest that the City of Gilroy enter an ENA (Exclusive Negotiating Agreement) with SELECT CONTRACTS based on meeting all the criteria set forth.

Motion from Visit Gilroy Board of Directors to support the Recommendation of SELECT CONTRACTS to enter an ENA with the City of Gilroy based on the 9 main categories of criteria on the 536. *

APPROVED 9 – 0.

ABSTENTION – 1

MOTION: Dave Peoples

SECOND: Jeanine Olsen

Ayes: Kurt Michielssen, Nancy Maciel, Mike Patel, David McLoughlin, Vic Vanni, Barb Granter, Dave Peoples, Jeanine Olsen, Mark Turner

Nays – None

ABSTENTION: Zach Hilton

Visit Gilroy 2020 annual TBID & Marketing presentation for Gilroy City Council – 4/19/21 – report sent to the board prior to the meeting and will be on the City Council agenda this coming Monday.

Visit Gilroy/CWC Gilroy funding request sent to City of Gilroy – FY 21/22 & 22/23 – funding request letter sent to City Administrator as he requested. Copy sent out to board prior to meeting.

Visit California, US Travel Covid – 19 Updates – Visit California was finally upbeat due to the Governor stating that California will Open back up on June 15, 2021.

Staff Reports – CWC Manager monthly report sent to the board prior to the meeting. ED Howard report will be sent out next week once Smith Travel reported numbers come in. BM Vanni asked ED Howard to send out a survey to the board to see if everyone felt comfortable meeting in person for our May board meeting.

Board Member Reports –

BM Turner reported that the Chamber is putting together a Washington DC trip October 11 – 16th. Cost will include your hotel, (2) breakfasts, (2) dinners and tours of Arlington, Old Alexander, Mt. Vernon, and monuments. Airfare is not included. \$1750 for individual or \$1500 double occupancy.

BM Hilton is on the ad hoc committee on Homelessness. If you have any questions about that, please let Zach know. There is an upcoming VTA meeting on 4/22/21. Article coming out in GMH that features recreational tourism and bicycling in Gilroy.

BM Patel mentioned that Best Western received an RFP from Homeland Security for room blocks to house migrant children coming up from the south. The Monterey Property did not receive this RFP.

Meeting adjourned 9:20

Next Meeting is May 20, 2021