



Board of Directors Meeting Minutes
Thursday, February 25, 2021

Zoom meeting called to Order: 8:03 by Board Chair Vic Vanni (Meeting ID 922 2727 2385)
(Password 197236)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, February 19, 2021 at 5:00pm at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – David McLoughlin, Dave Peoples, Adam Sanchez, Mark Turner, Zach Hilton, Barb Granter, Brent Bonino, Vic Vanni, Tom Cline, Nancy Maciel, Sarah Lira, Don DeLorenzo, Kurt Michielssen, Jeanine Olsen

Board Members Absent – Eric Gebhardt, Maria DeLeon, Mike Patel

Guests: Katherine Filice, Jason Raby (Articulate Solutions); Mattie Scariot (Poppy Jasper Film Festival)

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

Mattie Scariot made a presentation to the board regarding the Poppy Jasper International Film Festival and the changes that will be occurring this year. Mattie became the CEO of Poppy Jasper Film Festival (PJIFF) in 2018. In 2019 the festival took place over 8 days in April in 5 communities (Gilroy, Morgan Hill, San Martin, Hollister & San Juan Bautista) attracting film enthusiasts from around the world, and tourism dollars to local businesses and communities. In 2020, Covid – 19 shut the festivals down forcing PJIFF to cancel their festival just weeks before the event. This year will be a virtual platform, with Mattie jumping out of an airplane to “Kick-off” the event. There will be drone footage of that and can be used next year to promote our beautiful area. The platform this year is similar to Netflix. You would log in, buy your ticket, and choose the movie or film you want to watch. There are “features”, and some are “shorts”. This year, different businesses across the region will announce the film makers awards. Since the festival did not have to pay for an event space this year, they hired a PR firm that has worked in this field before, to secure some “big name” actors to be panelists. Once again, local Randy Spendlove who is President of Paramount Music, is writing a song that will premiere during the virtual “gala”. The mission of PJIFF is to promote inclusion, diversity and women empowerment through film, music, and art by inviting independent filmmakers from all cultures to explore major issues of the day through the power of film. We encourage, engage, and educate filmmakers and our community members of all ages through our 8 educational film programs so that everyone can “find their voice through film.” Tickets will go on sale March 1, 2021.

GWC Gilroy Vendor Application – Poppy Jasper International Film Festival has applied to sell 3 items (T-shirt, hat, backpack bag)

Motion was made to accept PJIFF as a new consigned vendor*

Approved: 14 – 0

MOTION: Dave Peoples

SECOND: Jeanine Olsen

Ayes: – David McLoughlin, Dave Peoples, Adam Sanchez, Mark Turner, Zach Hilton, Barb Granter, Brent Bonino, Vic Vanni, Tom Cline, Nancy Maciel, Sarah Lira, Don DeLorenzo, Kurt Michielssen, Jeanine Olsen
Nays – NONE

January 2021 Google Analytics & Monthly SMP Reports – Jason reported 39% decrease in users YOY. Google Organic traffic was top contributor for the month with most of that traffic feeding into the 33 Things to Do page. The Blog generated 261 users to the site with 37% from google or other organic search engines. Top result coming from Pinterest and the Garlic Shrimp recipe. Advertising – Yosemite Journal Contest Leads generated 5700 emails and an email blast went out to those interested in visiting Gilroy through this contest. Instagram had a 1% increase in followers in January. Most popular post on Instagram was promoting Brew City Burgers. Most popular Facebook post was National Pie Day on 1/23 promoting Casa de Fruta Pies. Did an update on the Road to Garlic map and the Taco Trail map. Will be launching a “Mask Up” Gilroy campaign partnering with GUSD, Gilroy Chamber of Commerce & City of Gilroy. Masks will be delivered later today to be distributed on March 8th.

Kat Filice spoke about the upcoming marketing meeting with our lodging properties. We are asking the lodging properties to collaborate with some strategies that will help drive traffic. Want to make sure we are promoting when we should, and people are ready to travel again. Watching and listening to the trends with Visit California and other DMO’s to judge that timeline.

Consent Calendar: Approval of January 21, 2021 board meeting minutes and January financial reports*

Result:

APPROVED 14 – 0.

MOTION: Mark Turner

SECOND: Barb Granter

Ayes: – David McLoughlin, Dave Peoples, Adam Sanchez, Mark Turner, Zach Hilton, Barb Granter, Brent Bonino, Vic Vanni, Tom Cline, Nancy Maciel, Sarah Lira, Don DeLorenzo, Kurt Michielssen, Jeanine Olsen
Nays – NONE

Old Business –

CWC Gilroy Operations Update – ED Howard reported we have included our March work calendar in your packets so you can see the work schedule and the hours we operate.

GEDP Status Update – Mark Turner reported that the Mayor of Gilroy was involved in a conversation with the President of the Sharks Organization on the potential Sharks Ice development. As a result of that conversation, there are some options on the table that will be discussed later. Regarding The 536 projects, the City has received two proposals for that project. They will be reviewed and discussed at a meeting on Friday. The Downtown Gourmet Alley project is working on the undergrounding of the wires. Will continue to make sure people understand the possibilities and the potential for our downtown.

Tourism & Community Engagement Coordinator revised job description (sent out to board prior to meeting) – no update at this time.

New Business

Board member vacancy* - Eric Gebhardt has submitted his resignation from this board (letter included in board packet)

Visit Gilroy Vice-Chair Vacancy* - with Eric Gebhardt resigning, this opens this position and David McLoughlin has graciously accepted this position with one caveat. He does not feel he is ready yet to step into the Executive Roll, so he will remain as Vice Chair until June 20, 2022.

Motion to accept Eric Gebhardt's resignation and fill the Vice Chair position with David McLoughlin*

Approved: 14 -0

MOTION: Dave Peoples

SECOND: Mark Turner

Ayes: – David McLoughlin, Dave Peoples, Adam Sanchez, Mark Turner, Zach Hilton, Barb Granter, Brent Bonino, Vic Vanni, Tom Cline, Nancy Maciel, Sarah Lira, Don DeLorenzo, Kurt Michielssen, Jeanine Olsen
Nays – NONE

January 2021 STR Lodging Report – emailed to the board prior to the meeting. ED Howard reported the occupancy and ADR is down compared to prior year. David McLoughlin GM of the Hilton Garden Inn reported they are getting room reservations a day or two prior to arrival.

Gilroy Lodging Report – Qtr. Ending 12/31/21 emailed to the board prior to meeting. Actual amount collected was approximately \$6,000 more than accrual listed on balance sheet.

Highlights from Visit California Outlook Forum – ED Howard reported this virtual forum was very well attended with 2600 people registered. You were able to pick/choose which conference you wanted to listen too! What's Next in Accommodations spoke on how everything is DOWN and what to look for in the future. What's Next in Attractions had the CEO of Disney and COO of Universal Studios discussing what they are doing. Both properties have been up/running in the other states they are located in, so they know how to do this. California is the ONLY state that has not allowed attractions to open! ED Howard sent out the link to the board to listen to any of these discussions. They will be available to watch until March 31, 2021.

Visit California, US Travel Covid -19 Updates – A copy of a Funding Request letter to Elected Officials stating the economic impact on California's Travel and Tourism Industry was provided.

Staff Reports – Both ED Howard and CWC Manager reports were emailed to the board prior to the meeting. ED Howard wanted to mention that she received a draft letter from Krista Rupp (ED of Visit Morgan Hill) to Supervisor Wasserman & Dr. Sara Cody Santa Clara County Health Department asking about the mandatory directives for lodging facilities in SCC. Krista asked if Gilroy would also sign this letter. ED Howard will send the letter out to the board for approval after this meeting.

Board Member Reports –

BM DeLorenzo reported the Gilroy Foundation is helping to increase revenue for restaurants by supplying Meals for Hero's. This will supply 60 meals/3 days a week at a cost of \$20 per meal to Saint Louise Hospital and DePaul Health Center in Morgan Hill. Volunteers will pick up these meals and deliver. Gilroy Foundation has put aside \$5000 to start this program immediately. As for golf, just had a pre-construction meeting with the Hoey Ranch Project developers and they have come up with a solution to not have a 360-foot net off the 9th hole!

BM Sanchez reported business has been very slow in January and February at this restaurant. He is hoping Santa Clara County will move to the red tier within the next couple of weeks which will allow for limited indoor seating.

BM Granter reported Gilroy Gardens will open May 22, 2021!

Meeting adjourned 9:07 am

Next Meeting is March 18, 2021