



Board of Directors Meeting Minutes  
Thursday, June 18, 2020

Zoom Meeting Called to Order: 8:06am by Board Chair Barb Granter (Meeting ID 966 5159 6913)  
(Password 800072)

Report on Posting of Agenda: ED Howard announced the agenda was posted at California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA on Friday, June 12, 2020

Roll Call: Present – Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeanine Olson, Eric Gebhardt, Mike Patel, David McLoughlin, Brent Bonino

Board Members Absent – Adam Sanchez, Sarah Lira, Don DeLorenzo

Guests: Jimmy Forbis (City of Gilroy); Katherine Filice, Jason Raby, Angela Mannino (Articulate Solutions)

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

May Google Analytics & Monthly SMP report – Jason reported on the Visit Gilroy Website, most of May was still dark. There was a social media and ad campaign sent out for Memorial Day Weekend. Website users were up 86% over April but still down YOY. Visitors to the website are spending more time on pages. Most visited website pages were Resident Resources Page followed by the homepage and 33 things to do and shopping. There were NO new advertising submissions in May. Social media – Instagram had a 2% increase in followers. Over 7% increase in engagement rate. Top photo for the month was a photo of CWC staff (Jane, Pam, Mattie) supporting Ice Factory. Facebook had over 70,000 impressions. The Support Gilroy campaign launched on June 8<sup>th</sup>. Everything is implemented now with Google Ad Words, Display Ad's running and Social Media posts in both English & Spanish. Spotify Radio ads are running. Banner Ad in the Gilroy Dispatch and a full-page ad in Gilroy Life newspaper are scheduled for next week. A Press release was released this week in addition to an eblast. With just 10 days into this campaign, we have more page views and have surpassed the total page views in all of May. Articulate Solutions updated the restaurant page with content detailing all the restaurants offering outdoor dining. Average time spent on Restaurant webpage is over 5 ½ mins. Really good engagement on sites. Next, we will be promoting the Taco Tail campaign which will also impact the Support Gilroy campaign as well.

Consent Calendar: Approval of May 28, 2020 board meeting minutes & May 2020 Visit Gilroy financial reports.

RESULT:

APPROVED 13 – 0

MOTION: Dave Peoples

SECOND: Eric Gebhardt

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeanine Olson, Eric Gebhardt, Mike Patel, David McLoughlin, Brent Bonino

NAYS: None

Old Business:

- Visit Gilroy Destination Perception Study & NPS survey Zoom Presentation – Reminder that next Thursday, 9 am, June 25<sup>th</sup>, Carl Ribaudo will review the results of these studies. A Zoom invitation will be sent out. Please submit any questions you have to ED Howard by next Wednesday for Carl to address.
- Visit Gilroy board member vacancy – ED Howard had a conversation with Tom Cline (President of the Gilroy Garlic Festival) regarding the festival's representation on our board. We are awaiting a decision from the organization.
- Revised 2020 TBID budget – emailed to the board prior to the meeting. Reflecting the 10% reduction in salary for ED Howard as voted on by the board during the May 28, 2020 board meeting.

New Business:

- Election of Visit Gilroy Board of Directors Officers FY 20/21 - Vic Vanni (Chair); Eric Gebhardt (Vice Chair); Mark Turner (Treasurer); Kurt Michielssen (Secretary); Barb Granter (Past Chair)

MOTION TO ACCEPT SLATE OF OFFICERS:

RESULT:

APPROVED 13 – 0

MOTION: Vic Vanni

SECOND: Barb Granter

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeanine Olson, Eric Gebhardt, Mike Patel, David McLoughlin, Brent Bonino

NAYS: None

- City of Gilroy Lodging Report 1<sup>st</sup> Qtr. 2020 – emailed to the board prior to the meeting. ED Howard explained the amount collected in the first quarter was slightly more than budgeted. BM Patel reported Hotel Occupancy has picked up a bit for 2<sup>nd</sup> quarter, but the ADR has not.
- CWC Gilroy Operations Update – CWC Manager updated the board on the steady increase in traffic we are seeing at the outlets and the center. Currently have about 55 stores open with more opening every week.
- Gilroy Economic Development Partnership Update – BM Turner reported on their May 27<sup>th</sup> meeting. Group agreed to refocus on a few key initiatives they would like to see. Gilroy has the opportunity to become a recreation destination with Sharks Ice & potential Mountain Bike Park at Gilroy Gardens. ED Howard and BM Turner had a discussion with Gary Walton & John Taft to see what key initiative they would like to see downtown. Create a Triangle (so to speak), with Sharks Ice at the Sports park south of town, to Gilroy Gardens & the Mountain Bike Park back to downtown. Next meeting will be July 22, 2020.
- Visit California, U.S. Travel Covid – 19 Updates – ED Howard sent information to the board prior to the meeting. Visit California is currently very cautious on what they are projecting. 52 out of 58 counties in the state are at the level of what is currently allowed for opening. Santa Clara County is NOT one of them. Visit California is very cognizant of what is happening before they start marketing their "Vacation in the State" campaign. We will have an update from VCA next week at their board meeting. Right now, looking at July sometime. US travel is measuring

sentiment. Americans are now as concerned about social unrest as they are about contracting Covid-19.

Staff Reports –

- VG Executive Director Report – ED Howard will send out her report next week after we receive the May Star Report.
- CWC Manager Report – None
- Tourism & Community Engagement Coordinator Report – emailed to the board prior to the meeting. Since starting the Pinterest blog, the total audience has increased 1,146%. Top Pin was 30-minute Garlic Shrimp Recipe with over 6,500 impressions. 2<sup>nd</sup> & 3<sup>rd</sup> was Bay Area Hiking Trails in and around Gilroy.

Board Member Reports:

- BM Granter reported the Gardens was asked to host the After Hours Rotary next week. Still waiting on Santa Clara County Health Department to move into stage 3 so the park can look at re-opening.
- BM Vanni reported Solis Winery is open for tasting with a limited amount of people. They have cancelled all their June & July events. Currently open Thurs. – Sunday for tasting & pickups. Customers have a full-page waiver (release of liability) they must sign before being allowed to enter the tasting room.
- BM Michielssen reported the EDC continues to meet.
- BM Turner reported there are a couple of projects they are working on but cannot divulge who they are yet due to an NDA. The Evergreen project (10<sup>th</sup> street) continues to move forward. On the Chamber side of things, there is some legislation proposed allowing an employee to sue their employer for getting sick and not following proper protocol the Chamber of Commerce is opposing. Feel that this is very detrimental to business communities.
- BM Peoples – No Report
- BM Patel – Occupancy is starting to pick up a bit. Mostly local travel. Monterey lodging property has really picked up in occupancy.
- BM Gebhardt – No Report
- BM McLoughlin – reported Hilton Garden Inn renovation is complete and they are selling some local items.
- BM Tucker – reported the City is currently working on their budget. Negotiations are occurring to get some bargaining concessions to help with balancing the budget.
- BM DeLeon – reported recreation department is concentrating on the most vulnerable youth. Parks are open but playgrounds are not!
- BM Bonino – reported they are maintaining proper protocols and have pulled back a bit on retail. Farming side of things is very busy.
- BM Maciel – Will continue to focus on promoting retail and restaurants downtown. Hope to have events back downtown in 2021.
- BM Olson – reported that CMAP is looking to be back downtown in their location possibly in July sometime. CMAP is happy to offer services for anything that is needed. Please contact her directly.

Board Meeting adjourned – 9:12am

Next board meeting – July 16, 2020.

Board Meeting Minutes prepared by Pam Gimenez