



Board of Directors Meeting Minutes  
Thursday, June 24, 2021

Zoom meeting called to Order: 8:03 by Board Chair Vic Vanni (Meeting ID 841 2296 3491) (Password 051522)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, June 18, 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, Sarah Lira, Zach Hilton, Mark Turner, Don DeLorenzo, Mike Patel, Brent Bonino, Kurt Michielssen, Tom Cline, Dave Peoples

Board Members Absent – Adam Sanchez

Guests: Katherine Filice, Jason Raby (Articulate Solutions)

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

May 2021 Google Analytics & Monthly SMP reports. On our website, we were just shy of 31K visitors and 53K page views. Stats are much higher than 2020 numbers. Digital campaign with google ad's & organic searches are contributing to those website numbers. 70% of traffic is coming from mobile devices. Top 4 pages are the Home Page, 33 Things to do, Shopping, and Hotels. Comparing these numbers with 2019 and removing the digital campaign, we are below 2019 numbers. We did build a new website in 2018 so those numbers would be a bit skud. Advertising – submitted several banner ads to Certified Folder for posting on their website as part of the rack card program. Submitted an ad in the City of Gilroy Recreation Guide with the "Stay Curious" message. Submitted GMH (July – Sept.) issue, focusing on our Freedom to Travel and educating people on the importance of tourism and how that helps with the economic recovery. Submitted the last of our year long ads with CCTC. Social Media significant increase in impressions. Most viewed was Santa Clara Wine trail and wineries being open for business. Facebook impressions were over 500,000. Most popular post was Memorial Day weekend talking about the Farmer's Market and Shopping at the Outlets. June is the last month for city funded digital campaign. Ads still performing well. Jason will recap next month.

**Consent Calendar: Approval of May 20, 2021 board meeting minutes and May 2021 financial report**

Result:

APPROVED 13 – 0.

MOTION: Mark Turner

SECOND: Don DeLorenzo

Ayes: Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Mark Turner, Don DeLorenzo, Mike Patel, Brent Bonino, Kurt Michielssen, Tom Cline, Dave Peoples

Nays: NONE

Old Business –

CWC Operations Update – CWC manager, Pam Gimenez reported for the first time in over 13 months the Welcome Center had over 1000 walk-ins. The center continues to be busy with retail sales and walk-in visitors. Some new product has been ordered and we are awaiting delivery. Gilroy Gardens tickets have been delivered and CWC Gilroy is selling them for \$32.99.

Tourism & Community Engagement Coordinator job description – ED Howard reviewed some slight changes to the job description - adding the writing of blogs for the VG website in coordination with VG marketing agency. Also, the job description reflects a decrease in weekly hours from 35 to 30. Plan is to fill this position by 10/1/21. ED Howard will offer this position internally first to see if any of our current P/T staff may be interested. If not, then will post the position in mid - August.

New Business –

Operations Budget FY21/22 Draft - Budget assumptions include Dedicated Internet Access upgrade; Reset Salaries for Executive Director & CWC Manager to pre-pandemic rate; increased rent and hourly increase to \$15/hour for current part-time staff.

### **Approval of Proposed Operations Budget FY 21/22**

Result:

APPROVED 13 – 0

MOTION: Mark Turner

SECOND: Dave Peoples

Ayes: Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Mark Turner, Don DeLorenzo, Mike Patel, Brent Bonino, Kurt Michielssen, Tom Cline, Dave Peoples

Nays: NONE

Website Accessibility ADA Compliance Report – Options sent to the board prior to this meeting.

Katherine Filice from Articulate Solutions explained that websites are considered “public accommodations” and thus are required to comply with the ADA. The Web Content Accessibility Guidelines (WCAG) provide some recommendations for making websites and online content more usable and navigable for all users including those with hearing, vision, motor, and cognitive conditions. There are 3 levels of conformance. Level A (minimum); Level AA (medium) and generally considered the target level of accessibility to meet legal requirements; Level AAA (highest) and exceeds accessibility requirements. If you do not follow these standards, you could potentially leave your organization vulnerable to lawsuits. There are four steps in the accessibility process.

1. Initial Site Audit
2. Remediation
3. Final Site Audit
4. Maintenance

Discussion as to how much this organization is able to spend and what option is chosen.

ED Howard spoke to an attorney who specializes in ADA regulatory compliance and was told that this organization would “probably” be lower risk, however, we are at risk being a taxpayer funded organization. ED Howard reported the board has 3 options:

1. Do nothing and wait it out,
2. Automated Audit & Remediation (not to exceed \$10K) (30 – 40% of WCAG items addressed)
3. Establish a two-year action plan to address ADA compliancy issues setting aside money in the budget for that and in the meantime, install a hearing-impaired phone line at the center with a special number.

**Motion to Proceed with a Hybrid Option B & C with Automated Audit & Remediation with a 2-year plan moving forward including a hearing-impaired phone line for the CWC Gilroy.**

Result:

APPROVED: 13 – 0

MOTION: Mark Turner

SECOND: Kurt Michielssen

Ayes: Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Mark Turner, Don DeLorenzo, Mike Patel, Brent Bonino, Kurt Michielssen, Tom Cline, Dave Peoples

Nays: NONE

**Motion to approve the Visit Gilroy Board of Directors Meeting Schedule – FY 21/22**

Result:

APPROVED 13 – 0.

MOTION: Mark Turner

SECOND: Jeanine Olsen

Ayes: Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Mark Turner, Don DeLorenzo, Mike Patel, Brent Bonino, Kurt Michielssen, Tom Cline, Dave Peoples

Nays: NONE

**Motion to approve New Vendor (Coyote Valley Wildlife)**

Result:

APPROVED 13 – 0.

MOTION: Dave Peoples

SECOND: Don DeLorenzo

Ayes: Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Mark Turner, Don DeLorenzo, Mike Patel, Brent Bonino, Kurt Michielssen, Tom Cline, Dave Peoples

Nays: NONE

CCTC 20/21 FY Summary Report – sent to the board prior to this meeting.

Update of vacancies on Visit Gilroy board of directors – Gilroy Gardens representative will be Michael Fulcher (Director of Marketing) beginning in August. City of Gilroy representative will be the newly hired Economic Development Department representative.

Visit California, U.S. Travel Covid – 19 Updates – Visit California has received one time funding of \$95 million that allows the state to continue marketing through December 2021. Next week we will receive a more detailed report as to how the state will be spending those funds. US travel continues to focus on opening international visitation.

**Staff Reports**

CWC Manager reports sent to the board prior to this meeting.

ED Howard report sent to the board prior to this meeting.

**Board Member Reports**

BM Maciel reported on 6/26 there will be a BBQ fundraiser for Ashford Heirlooms in Gourmet Alley from 5 – 9pm with refreshments and music. July 10 – Vendor Fair at the Performing Arts Center; Downtown Live will be held on July 22 & Aug. 5. Wine stroll in September & Beer Crawl in October.

BM Cline reported there will be 2 weekends of drive-thru gourmet alley food that can be purchased and picked up. Farm to table dinner at Fortino Winery on July 24, 2021 and Golf Tournament on July 30, 2021

BM DeLorenzo reported work on Hecker Pass is moving forward. Currently working on the roundabout at Hoey Ranch property. Don rode the new bike path along Hecker Pass and stated it was very nicely done!

Regular board meeting adjourned at 9:10 A.M. and moved into closed session.

Closed session adjourned at 9:25 am – Next board meeting is scheduled for July 15, 2021 at 8:00 am