



Board of Directors Meeting Minutes
Thursday, March 18, 2021

Zoom meeting called to Order: 8:03 by Board Chair Vic Vanni (Meeting ID 983 1329 2521)

(Password 840543)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, March 12, 2021 at 5:00pm at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Maria DeLeon, Don DeLorenzo, Vic Vanni, Nancy Maciel, Mark Turner, Mike Patel, Sarah Lira, Dave Peoples, Adam Sanchez, Zach Hilton, Barb Granter, Brent Bonino, Kurt Michielssen,

Board Members Absent –David McLoughlin, Tom Cline, Jeanine Olsen
Guests: Katherine Filice, Jason Raby (Articulate Solutions)

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

February 2021 Google Analytics & Monthly SMP Reports – Jason reported 42% 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. Still being very conservative with our advertising dollars, but we did submit ad for City of Gilroy Recreation Guide.

Kat Filice spoke about the upcoming marketing meeting with Gilroy lodging properties. We are asking the lodging properties to collaborate with some strategies that will help drive traffic. We want to make sure we are promoting when we should, and visitors are ready to travel again. We are watching and listening to the marketing trends promoted by Visit California and other DMO's to judge that timeline.

Consent Calendar: Approval of February 25, 2021 board meeting minutes and February financial reports*

Result:

APPROVED 13 – 0.

MOTION: Mark Turner

SECOND: Barb Granter

Ayes: – Maria DeLeon, Don DeLorenzo, Vic Vanni, Nancy Maciel, Mark Turner, Mike Patel, Sarah Lira, Dave Peoples, Adam Sanchez, Zach Hilton, Barb Granter, Brent Bonino, Kurt Michielssen,

Nays – NONE

Old Business –

CWC Gilroy Operations Update – ED Howard reported CWC will be increasing our hours in April to 11 am – 5pm. Pam continues to work M – F schedule and P/T staff will work the weekends. We did see 1 tour bus at the Outlets this week! First bus we have seen in over a year.

Tourism & Community Engagement Coordinator staff position – no update.

New Business –

Draft TBID Lodging Properties Strategic Marketing Plan (April – December) - continued to April 15, 2021 board meeting.

Draft 2021 GEDP Communication & Strategic Plan - Board member Turner reported discussion with representatives of the San Jose Sharks continue. City of Gilroy has received 2 proposals for the 536 project which includes Gilroy Gardens. The next steps in the process are detailed in the City of Gilroy press release. The Gourmet Alley project is focused on discussions with PG&E for underground wiring. The downtown association will continue to entice tenants for locations from 4th – 6th street.

City of Gilroy Press Release – Evaluation process for 536-acre project on Hecker Pass sent out to the board prior to the meeting. Step #1 (Public Presentation of Each Proposal) was completed at the March 15, 2021 City Council meeting.

Visit Gilroy 2020 Annual TBID & Marketing Plan presentation to Gilroy City Council. This will be a written report submitted for the 4/19/21 City council meeting.

Highlights – CalTravel Virtual Forum & DMA West Tech Summit – ED Howard noted participating in these forums virtually has been challenging. Visit Gilroy will not do a “printed” version of our Visitor Guide in 2021. There will be a digital version of the visitor guide on Visitgilroy.com website. Visit California is requesting stimulus funding that would be dedicated to a marketing campaign in 3rd and 4th quarters of 2021. Visit California is also dedicating limited funding for co-branding local campaigns that would multiply a DMO marketing investment by 2.5times.

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 Report arrives.

Board Member Reports –

Board Member Lira reported GPO is looking forward to Easter! There is a Farmers Market in the parking lot located near In & Out Burger every Saturday from 10 am – 3pm

Board Member Maciel reported Gilroy Downtown Association continues to check in with local businesses and help them anyway they can. There is a possibility of a Wine Stroll in downtown in September.

Board Member Bonino reported this is the time of year they start planting for the upcoming season.

Board Member Patel reported a bit of an increase in travelers. They are not seeing tour buses yet.

Board Member Granter reported theme parks in California can open with 15% capacity beginning April 1, 2021. Gilroy Gardens had already announced they would be opening May 22, 2021 and hopefully by that time Santa Clara County will be in the Orange Tier or better which will allow 25% capacity. The Gardens will be holding job faire sometime in April.

Board Member Sanchez reported restaurants can now serve indoors at 25% capacity. Once county moves to Orange, they can have 50% capacity which is helpful.

Board Member Michielssen reported EDC has been busy with their partnership with Gilroy Chamber of Commerce. Currently a group is interested in 82 acres behind Performance Foods. Also have had some inquiries from a boutique looking to open in downtown Gilroy. From the banking industry, Michielssen noted the Interest rates will probably stay the same through 2023.

Board Member Turner reported the Chamber board has approved a Washington D.C. trip in October. Price range is around \$1500 + airfare. Chamber will be launching a new website & logo that will be launched in mid- April. Chamber has been working closely with the City of Gilroy processing grants for stimulus funds that could potentially help local businesses.

Board Member Hilton reported he is following closely a proposed bill SB314 on Alcoholic Beverages being served outside. Before the pandemic, you would have to have a special permit to serve alcohol outside the business in the public spaces or parklets. If the permits were not obtained, you would be in violation and this is considered a misdemeanor. This bill would allow serving alcohol either inside or outside permanent.

Board Member Peoples was encouraged with the discussion about the homeless issues at the entrances to this city.

Board Member DeLorenzo reported tournament golf is slowly recovering. Sharing of golf carts is still an issue. Hoey Ranch project is moving forward and in preparation for that, work is being done on hole #9. Gilroy High & Christopher High Schools had their first matches at GGC this week.

Board Member DeLeon reported through their partnership with Gilroy Chamber of Commerce, business grants will be distributed. There will also be another round of Grants available late spring for those businesses that were not helped the first time around. City Staff continues to offer support for ongoing Covid Testing sites as well as vaccination locations.

Board Member Vanni reported his winery is now open 4 days a week for tastings. In the Purple Tier, they were only able to taste outside and with the weather nice in February it worked out. March has been a bit cooler and wetter so a bit slower this month. No events being planned yet. Morgan Hill is planning a Wine Stroll in June. Currently going through "bud break" in the vineyard. Solis received Double Gold on their Grenache and Cabernet wines at the SF Chronicle Competition recently.

Meeting adjourned 9:04

Next Meeting is April 15, 2021