



Board of Directors Meeting Minutes  
Thursday, May 20, 2021

Zoom meeting called to Order: 8:02 by Board Chair Vic Vanni (Meeting ID 815 0314 8428)  
(Password 145473)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, May 14, 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, Barb Granter, Mark Turner, Maria DeLeon, Don DeLorenzo, Adam Sanchez, Dave Peoples (8:15),

Board Members Absent – Brent Bonino, Mike Patel, Kurt Michielssen, Tom Cline  
Guests: Katherine Filice, Jason Raby (Articulate Solutions)

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

April 2021 Google Analytics & Monthly SMP Reports – Jason reported a significant increase in traffic over 2020. Most attributed to digital campaigns in progress. Google Organic traffic was top contributor for the month with most of that traffic feeding into the home page, 33 Things to Do page, shopping & hotels. We did have 209 blog users. In the past, the most popular blogs were always about food and now they are more in line with our messaging (Hiking, biking, outdoor recreation. Very busy with advertising this past month. Jason shared our Visit California co-op ad in partnership with Expedia and our window wrap at Gilroy Premium Outlets advertising CWC Gilroy and Gilroy Gardens. New brochure rack cards have been printed and delivered to Certified Folder for distribution. Also submitted was a full-page co-op ad for the South Valley Visitor Guide.

**Consent Calendar: Approval of April 15, 2021 board meeting minutes and April 2021 financial report**

Result:

APPROVED 12 – 0.

MOTION: Mark Turner

SECOND: Jeanine Olsen

Ayes: – Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Barb Granter, Mark Turner, Maria DeLeon, Don DeLorenzo, Adam Sanchez, Dave Peoples

Nays – NONE

Old Business –

CWC Gilroy Operations Update – CWC Manager Pam Gimenez reported we will be increasing our hours to 10:30 – 5:30 beginning Memorial Day and continue through the summer to Labor Day. We also had a visit from the Santa Clara County Health Department checking on our compliance paperwork on the front window and asking if he could “help set up appointments for staff to get vaccinated.”

Tourism & Community Engagement Coordinator position – ED Howard will come back to this board next month (after the state opens back up on 6/15/21) with some recommendations as to fulfilling this position.

**New Business –**

Draft CWC Gilroy Operations Budget – FY21/22 - ED Howard asked that we table this until next meeting as we do not have final approval from the City of Gilroy for funding request of \$300,000 annually for the next 2 fiscal years.

**Recommendation to change June board meeting date to June 24, 2021** – As the City Council meetings will be June 7<sup>th</sup> & June 21<sup>st</sup>, we will have confirmation by then on our budget.

**CWC Gilroy Lease Renewal** – This has also been tabled for next meeting as we await our confirmation from the City regarding funding. ED Howard has been in discussions with GPO management team regarding the extension of our 2-year lease.

**GEDP Initiatives update** – BM Turner reported on the 536 that the City Attorney notified the City Administrator that there is a new California law (Surplus Land Act) that states if a city has a surplus of land that they would like to sell/or lease for longer than 5 years, the City must put out notice of availability to allow developers who do affordable housing to submit an offer on the land. Currently in a holding pattern with that property. As far as the Sharks Ice property, the City would be doing bonds, so it would not fit into the same category. Could be around a 5-month delay on the 536 moving forward. There will be a BBQ fundraiser downtown on 6/19/21 in the Gourmet Alley area of 4<sup>th</sup> – 5<sup>th</sup> streets.

**Visit Gilroy board of Directors Officers FY 21/22 – Vic Vanni (Chair); Dave McLoughlin (Co-Chair); Don DeLorenzo (Past-Chair); Mark Turner (Treasurer); Kurt Michielssen (Secretary)**

Result:

APPROVED 12 – 0.

MOTION: Dave Peoples

SECOND: Barb Granter

Ayes: – Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Barb Granter, Mark Turner, Maria DeLeon, Don DeLorenzo, Adam Sanchez, Dave Peoples

Nays – NONE

Also, Barb Granter and Maria DeLeon will be leaving this board. Barb has been named Vice President and General Manager of California's Great America and Maria has accepted a position as Deputy Director of Parks & Recreation with the City of San Jose. These two positions are designated director seats so we will need to wait to see who the replacements will be.

**City of Gilroy 1<sup>st</sup> Quarter 2021 Lodging Revenue Report** – ED Howard reported that for the quarter ending March 31, 2021, we had accrued \$45,000 and came in at \$44,606.24 (within \$400). In talking with our local hoteliers, 2<sup>nd</sup> quarter revenue is looking up!

**New Vendor applicant (Camille Reimal/Farmasi Beauty)** submitted “garlic” soap for consideration.

Result:

APPROVED 12 – 0.

MOTION: Dave Peoples

SECOND: Don DeLorenzo

Ayes: – Vic Vanni, David McLoughlin, Jeanine Olsen, Nancy Maciel, Sarah Lira, Zach Hilton, Barb Granter, Mark Turner, Maria DeLeon, Don DeLorenzo, Adam Sanchez, Dave Peoples

Nays – NONE

**Visit California, US Travel Covid-19 Updates** – ED Howard reported the Visit California Spring board meeting was held this past Tuesday, May 18, 2021 and for the first time, Governor Newsom spoke to the VC board members saying that “Tourism is the Bellwether of this states’ economic recovery” and the Canary in the Mine. He proposed a 1-time funding budget to Visit California of \$95 million. Visit California also elected their new Board of Directors and Gene Zanger (Casa de Fruta) was elected Chair. Gene Zanger was our board chair 22 years ago. US Travel is pushing hard to get International Travel back open. Hopefully sometime in July.

**Staff Reports** – CWC Manager monthly report sent to the board prior to the meeting. ED Howard report will be sent out tomorrow as Smith Travel Report arrived yesterday.

**Board Member Reports –**

BM Hilton mentioned how happy he is to sit on this board, and he can see the hard work being done here with enthusiasm!

Meeting adjourned 9:01

Next Meeting is June 24, 2021