



Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, February 22, 2018

- Call to Order
 - Board Chair Don DeLorenzo called the meeting to order at 8:00 a.m.
- Report on Posting of Agenda:
 - Executive Director, Jane Howard reported the agenda had been posted on February 16, 2018 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members present: Barb Granter, Brian Bowe, Eric Gebhardt, Heather Roach, Vic Vanni, Don DeLorenzo, Maria DeLeon, Melony Prater, John Schoenthaler, Cat Tucker, (8:05) Tammy Brownlow, (8:07), Mark Turner
 - Board Members absent: Dave Peoples (excused), Mike Patel (excused), Adam Sanchez (excused)
 - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez; Assistant Marketing Manager Sarah Lira
 - Guests – Gabe Gonzalez, Katherine Filice & Jenny Arellano (Articulate Solutions), Mayor Roland Velasco
- Public Comment:
 - Public Comment for ALL items on or not otherwise on the Agenda
 - There were no public comments
- Consent Items:
 - Approval of January 18, 2018 board meeting minutes – MSC approved unanimously
 - Approval of January 2018 financial reports – MSC approved unanimously
- Board Member Reports:
 - Board Member Tucker reported the city has recently completed its strategic planning study session.
 - Board Member Turner reported the State of the City address by the Mayor is scheduled for Thursday, March 1, 2018 at Old City Hall Restaurant. April 20th is the Legislative Summit at the Hilton Garden Inn.
 - Board Member Prater reported the RV groups are arriving for the season. She is expecting a large group of campers this weekend.

- Board Member Gebhardt reported good lodging projections for the Bay Area in 2018. Depending on weather, Hampton Inn could open in September 2018.
- Board Member Roach – has been busy handing out Red “Year of the Dog” Chinese New Year bags with various savings to our Chinese visitors. Gilroy Premium Outlets will offer a face painter, balloon twisters, photo booth from Noon – 3pm on March 31st.
- Board Member Granter reported “Gilroy Appreciation Day” is scheduled for March 17th at Gilroy Gardens. The Gardens opens for the public on March 18th. Water Oasis II will open Mother’s Day weekend in May.
- Board Member Vanni reported Passport Month kicks off on Friday, March 2nd at Coyote Creek Golf Club. 22 wineries and 14 food vendors will be on site from 6 – 8pm. On Saturday, Passport Month starts with over 30 participating wineries.
- Board Member Brownlow – EDC is starting their strategic planning as well. They are currently compiling a list of land available to develop and evaluating the pro’s/cons to individual site development.
- Board Member Bowe reported open application season for the 40th annual Garlic Festival. Vendors, Entertainers, Queen Pageant. . .all applications available on line.
- Board Member DeLorenzo – No Report
- Board Member DeLeon reported the new City Recreation guides will be available next month. Adaptive Golf tournament is coming up.
- Board Member Schoenthaler – no Report
- Mayor Roland Velasco thanked everyone for serving on the GWC board of directors and expressed his appreciation for all the hard work completed by the board. The Mayor noted he is most interested in the agenda item ‘How can tourism play a role and positively impact economic development for the City of Gilroy’?
- Old Business:
 - Approval of GWC by-laws amendment – Article V, Section 8-D – MSC Approved unanimously.
 - Hecker Pass Tourism Resolution Update – Will be submitted to city council for their review/adoption on March 5, 2018
- New Business:
 - GWC April Board Meeting Date Change – ED Howard will be out of town for the regularly scheduled 4/19/18 meeting. The board meeting will be rescheduled for 4/12/18.
- Gilroy Welcome Center Monthly Staff Reports
 - GWC Executive Director Report - emailed to the board prior to the meeting.
 - GWC Manager Report – emailed to the board prior to the meeting
 - GWC Marketing Manager Report – emailed to the board prior to the meeting.
 - Correspondence – None

Adjournment of Board Meeting at 8:23 a.m. Next board of directors meeting is scheduled for 3/15/18.

Minutes prepared by GWC Manager Pam Gimenez