



## Visit Gilroy Board of Directors Meeting Minutes

Thursday, January 17, 2019

- Call to Order
  - Mark Turner (Treasurer) called the meeting to order at 8:02 a.m.
- Report on Posting of Agenda:
  - ED Howard announced the agenda had been posted on January 11, 2019 at 5:00 p.m. at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
  - Board Members Present: Mark Turner, Tammy Brownlow, Dave Peoples, Kevin Heath, Maria DeLeon, Eric Gebhardt, Cat Tucker, Brian Bowe, Vic Vanni
  - Board Members Absent: Adam Sanchez, Don DeLorenzo, Barb Granter, Mike Patel, Melony Prater, Heather Roach
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez
  - Guests: Kat Filice & Jason Raby (Articulate Solutions); Nancy Maciel (Gilroy Downtown Business Association)
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - There were no public comments
- Board Member Reports:
  - Board Member Vanni reported December was a busy month for Solis Winery. They finished library tastings at the end of the month. The WSCV is now preparing for the Spring Passport Month which launches on March 1, 2019. Solis Winery won 6 medals at the San Francisco Chronicle Wine Competition. (two gold & four silver)
  - Board Member Bowe reported the Garlic Festival annual dinner is scheduled for this Friday. All the vendor applications are available on-line for the 2019 festival.
  - Board Member Tucker reported the city is heading into budget season. The council retreat is planned for February 22 & 23. A few new projects are being proposed for consideration by city staff and council members.
  - Board Member Gebhardt reported the progress on The Hampton Inn construction is slower than originally planned. They are now looking at a May grand opening. Lodging in general was slow over December and thus far into January.
  - Board Member DeLeon reported she has been working on budgets in preparation for the City Council retreat. Staff is also working on Performance Measurements. They are currently looking for vendors for software updates for the Recreation Department.

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- Board Member Heath reported on how busy their January has been. Current Photography Exhibit, Homeless Voices has created a lot of buzz. Limelight Theater will be opening back up in February. After school youth art classes will start back up February 4. The Youth Art Exhibit will debut in March.
- Board Member Peoples reported some buildings downtown are no longer on the URM list. The Patel building is progressing with their upgrades.
- Board Member Brownlow reported Golden State Brewery is dealing with some delays with PG&E issues. The Heartwood Cabinets building has been sold to a floral company from Watsonville. Germain Seeds expansion has been impacted by PG&E delays. Rite-Aid Drug Store is closing by the end of March. Performance Food project is progressing.
- Board Member Turner reported a Career Fair is scheduled for April 29 and May 3. There will be a Community Service Orientation Day for all 8<sup>th</sup> graders on June 14. Each student must have completed 80 hours of community service to graduate from high school and therefore this will educate them on what they can do to achieve those hours. The Spice of Life Awards are scheduled for February 2, 2019.
- December Social Media, Marketing & PR Report – Articulate Solutions - Jason Raby reviewed the monthly social media analytics report that was emailed to board members prior to the meeting.
- Consent Calendar:
  - Approval of November 2018 financial reports – MSC approved unanimously
  - Approval of November 15, 2018 board meeting minutes – MSC approved unanimously
  - Approval of December 20, 2018 board meeting notes – MSC approved unanimously
- Old Business
  - California Welcome Center Gilroy Status Report – Visit California has released their press release stating Gilroy will be 1 of 4 new California Welcome Centers opening in 2019. Our grand opening and ribbon cutting is scheduled for March 1, 2019 from 4 – 6pm
  - EPS Gilroy Place-Based Economic Development Strategy status report – Visit Gilroy submitted 2 pages of comments to the GEDC and City of Gilroy after reviewing the report. ED Howard emphasized to the Council, that Visit Gilroy would be there as a partner to support “what’s next” for tourism. Board member Brownlow mentioned that as a City, we have a finite amount of property for development and we need to help mitigate some of the policies/restraints to help development move forward.
- New Business
  - December 2018 financial reports – MSC approved unanimously
  - Board Chair Resignation (Heather Roach) – MSC approved unanimously
  - Appointment of Council Member Cat Tucker to Visit Gilroy Board of Directors – MSC approved (1 – abstention)

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- Board Member vacancies – LJB Farms will be contacted once again to inquire on their interest on serving as a board member. ED will follow-up with Adam Sanchez regarding BBQ 152 owner's interest in serving. Board members also suggested contacting Casa de Fruta, See Grins RV Sales, Gilroy Rodeo, C-Map or a downtown Hispanic restaurant owner to discuss potential board member service.
- Computer server proposal – MSC approved unanimously
- Visit Gilroy Strategic Plan – FY19/20 – discussion for potential strategic planning session in the fall of 2019. ED will contact Carl Ribaldo to check on his availability and will bring back potential dates for board consideration.
- December Staff Reports
  - ED Howard will send out monthly report after receipt of STR reports.
  - GWC Manager Report – emailed to the board prior to meeting.
  - Correspondence – None

Adjournment of Board Meeting at 9:13 a.m.

Next board of directors meeting: February 21, 2019

Minutes prepared by GWC Manager Pam Gimenez

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