



## Gilroy Welcome Center Board of Directors Meeting Minutes

Thursday, June 21, 2018

- Call to Order
  - Board Chair Don DeLorenzo called the meeting to order at 8:02 a.m.
- Report on Posting of Agenda:
  - Executive Director, Jane Howard announced the agenda had been posted on June 15, 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, Don DeLorenzo, Maria DeLeon, Dave Peoples, Tammy Brownlow, Vic Vanni, Heather Roach, John Schoenthaler, Mark Turner, Adam Sanchez, Melony Prater, Kevin Heath
  - Board Members absent: Cat Tucker, Mike Patel, Eric Gebhardt
  - Staff: Executive Director Jane Howard; GWC Manager Pam Gimenez; Assistant Marketing Manager Sarah Lira
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - There were no public comments
- Consent Items:
  - Approval of May 17, 2018 board meeting minutes – MSC approved unanimously
  - Approval of May 2018 financial reports – MSC approved unanimously
- Board Member Reports:
  - No Board Reports this month due to lengthy agenda.
- Old Business:
  - Status Report – proposed increase in Santa Clara County TOT percentage – The Santa Clara County Board of Supervisors voted **NOT** to put a TOT increase on the November ballot.
  - Status Report – GWC lease renewal with Gilroy Premium Outlets FY 18/19 – Heather Roach (GM of Gilroy Premium Outlets) presented ED Howard with a copy of the approved one-year extension for the next fiscal year.
- New Business:

- FY 2018-2019 Scope of Work Proposals – Executive Committee had asked ED Howard to bring back in June additional scope of work proposals. We received a proposal from Articulate Solutions and a proposal from a San Jose based company called, “HiveMind”. After reviewing both bids, the EC Committee recommended Articulate Solutions. MSC approved unanimously.
- GWC Funding FY 18/19 – Santa Clara County Board of Supervisors – Supervisor Mike Wasserman proposed to the SCCBOS a recommendation for a \$50,000 one-time grant from their “inventory items” (essentially left-over budget money) to the Gilroy Welcome Center to promote tourism and overnight stays in the unincorporated Santa Clara County. This passed 5 – 0 by the board of supervisors. ED Howard will set up a meeting with Corde Valle & Casa de Fruta (the largest TOT contributors in South Santa Clara County) and ask for their input on how they would like to market tourism & overnight stays. This will be a separate budget for GWC board members to review.
- GWC Officers – FY 18/19 officers elected were Heather Roach (Chair); Barb Granter (Vice Chair); Vic Vanni (Secretary); Mark Turner (Treasurer); Don DeLorenzo (Past Chair) MSC approved unanimously.
- GWC Operations Budget Draft – FY 18/19 emailed to the board prior to the meeting. MSC approved unanimously.
- Renewal of GWC current consignment vendors – Casa de Fruta, Gilroy Gardens, Gilroy Historical Society, GALS, Gilroy Garlic Festival, Gilroy Golf Course, It’s Chique to Reek, Marie Studios, LB Designs, Gilroy Chamber of Commerce, Martin Ranch Winery, Any Bozzo can Cook, The Honey Ladies, Garlic City Embroidery – MSC approved unanimously
- GWC board meeting dates – FY 18/19 emailed to the board prior to the meeting – MSC approved unanimously.
- Gilroy Welcome Center Monthly Staff Reports
  - GWC Executive Director Report - distributed to the board with comments from ED Howard.
  - 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 8:46 a.m.

Next board of directors meeting: July 19, 2018

Minutes prepared by GWC Manager Pam Gimenez

