



Board of Directors Meeting Minutes

Thursday, August 20, 2020

Zoom Meeting Called to Order: 8:06am by Board Chair Vic Vanni (Meeting ID 947 5663 8907)
(Password 039828)

Report on Posting of Agenda: ED Howard announced the agenda was posted at the California Welcome Center Gilroy, 8155 – 6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Vic Vanni, Kurt Michielssen, Mike Patel, Cat Tucker, Mark Turner, Barb Granter, Nancy Maciel, Brent Bonino, Maria DeLeon, Eric Gebhardt, Don DeLorenzo, Dave Peoples, Sarah Lira

Board Member Absent – Jeanine Olson, David McLoughlin, Adam Sanchez, Tom Cline

Guests: Katherine Filice, Jason Raby (Articulate Solutions)

Staff Present: Executive Director Jane Howard, CWC Manager Pam Gimenez, Tourism & Community Engagement Coordinator Mattie Walker

July Google Analytics & Monthly SMP Reports - Jason reported total sessions were up 30% over prior year. Unique Users were down 4% over PY, however if we backed out the spike, we had last year after the Garlic Festival incident, statistics are up. Top pages for the month were Support Gilroy, Homepage, and Taco Trail. Seeing significant page views on the shopping page. Desktop traffic was only 13% of all visitors in July. Very high mobile engagement. Blog had over 400 unique visitors with 80% coming from mobile devices. Support Gilroy campaign is now completed. Google ads had 10.7 million impressions (just within Gilroy) which generated 35,800 clicks to the support Gilroy website. Ad words campaign generated 75,000 impressions with 2,300 clicks. Overall, there were 46,300 visits to the Support Gilroy landing page. Articulate Solutions is now preparing a power point presentation detailing the results of the campaign to present to City Council.

Consent Calendar – Approval of July 2020 financials reports & Approval of July 16, 2020 board meeting minutes

RESULT – 13 - 0

MOTION – Mark Turner

SECOND – Kurt Michielssen

AYES – Vick Vanni, Kurt Michielssen, Mike Patel, Cat Tucker, Mark Turner, Barb Granter, Nancy Maciel, Brent Bonino, Maria DeLeon, Eric Gebhardt, Don DeLorenzo, Dave Peoples, Sarah Lira

NAYS – 0

Old Business – Support Gilroy Campaign Update – 2 month campaign concluded August 8, 2020. This was a very successful campaign and Visit Gilroy will continue to keep the momentum going with additional social media support through the end of August.

Gilroy Economic Development Partnership Update – Focus is to identify Gilroy as a Recreation Destination. The 3 key initiatives are: The Gilroy Sports Park, 536 acre project including Gilroy Gardens, and Gourmet Alley in downtown between 4th & 6th streets. Mark Turner on behalf of the GEDP made a presentation to City Council on 8/17/20 regarding those 3 key initiatives. The City Council unanimously provided direction to the Interim City Administrator to prepare a resolution for Council review/approval at the next City Council meeting identifying Gilroy as a Recreation Destination.

New Business – Board Chair, Vic Vanni recognized past chair Barb Granter for her service as board year for FY 1/20. ED Howard delivered a plant to Barb at her home in appreciation from the board of directors.

CWC Gilroy Operations Update – ED Howard reported the Center will reduce operation hours beginning in September by one hour. Currently CWC Gilroy is open 7 days a week Monday – Saturday 11am – 7pm and Sunday Noon – 6pm. The new hours in September will be Monday – Saturday 11am – 6pm and Sunday noon – 6 pm. ED Howard and CWC Manager Gimenez will discuss additional possible further reductions in hours the last quarter of the year while still continuing to support Gilroy Premium Outlets.

Virtual GoWest Summit – August 31 – September 3, 2020 – this was postponed from earlier in the year and now the Summit will consist of virtual meetings with tour operators. Currently Visit Gilroy has 22 appointments confirmed.

City of Gilroy Bike Parking Proposed Ordinance – Board members reviewed the proposed ordinance and following discussion decided to not take a position at this time.

Visit California, U.S. Travel Covid-19 Updates – Updated data has been sent throughout the month to the board of directors for their information and review.

Staff Reports – ED Director monthly report sent out to the board of directors prior to the meeting.
CWC Gilroy Manager monthly report sent out to the board prior to the meeting.
Tourism & Community Engagement Coordinator monthly report sent out to the board prior to the meeting. Mattie reported that July has been the best month so far for Pinterest. The virtual wedding faire we received 5 solid leads. Recipes posted continue to get some great interest.

Board Member Reports –

BM Turner wanted to remind everyone that the City Council Candidate Forum will be tonight from 6:30 – 8:30 on Facebook Live.

BM Lira reported the Gilroy Premium Outlets continue to be very busy on the weekend.

BM Vanni reported all their events in 2020 have been cancelled thus far. Wine sales have increased.

Board meeting adjourned – 9:14am

Next board meeting – September 17, 2020

Minutes Prepared by Pam Gimenez