



Board of Directors Meeting Minutes
Thursday, September 17th, 2020

Zoom Meeting Called to Order: 8:02am by Board Chair Vic Vanni (Meeting ID 954 5734 7118; Password 153014)

Roll Call: Present - Maria DeLeon, Cat Tucker, Nancy Macial, David McLoughlin, Vic Vanni, Eric Gebhardt, Barb Granter, Sarah Lira, Kurt Michielssen, Don DeLorenzo, Dave Peoples, Brent Bonino

Board Member Absent: Mike Patel, Jeanine Olson

Guests: Katherine Filice and Jason Raby with Articulate Solutions

Staff Present: Executive Director Jane Howard and Tourism & Community Engagement Coordinator Mattie Walker

Staff Absent: CWC Manager Pam Gimenez

Quorum at 8:04am

No public comments

September Google Analytics & Monthly SMP Reports - Jason reported website traffic is up 17% to previous year, there were eight days of the Support Gilroy campaign in the month. Support Gilroy, Homepage and Shopping were the top pages of the month. Blog page had 201 visits and American Eagle was the highest engaging post on social media for the month. No current advertising campaigns. Uptick in numbers was due to about a week of the Support Gilroy Campaign.

Katherine Filice explained that Visit Gilroy had paused social media due to the fires. We did not want to come across as tone deaf, and would try posting a wine month post September 17th, 2020 to see what kind of response we would get. Kat also mentioned we are staying sensitive to local businesses the best we can while still being sensitive to what's going on with the fires. Will move forward as planned with restarting social media posts.

Jane Howard commented we're getting international coverage due to the fires. Jane has been working with other DMO's and watching others closely to see what others are doing and how to move forward from this.

Consent Calendar - Approval of August 2020 financial reports and approval of August 20, 2020 board meeting minutes at 8:12am,

RESULT - 12-0

MOTION - Vic Vanni

SECOND - Barb Granter

AYES - Dave Peoples, Cat Tucker, Maria DeLeon, Nancy Macial, David McLoughlin, Vic Vanni, Eric Gebhardt, Dave Peoples. Barb Granter, Sarah Lira, Brent Bonino
NAYS - 0

Old Business - CWC Gilroy hours are changing as of October 1, 2020 to Monday - Saturday 11:00am - 5:00pm and 12:00pm - 5:00pm on Sunday's. 10% reduction in salary for CWC Manager. Pam will be in Washington through the end of month. We are 1 in 10 CWC's that are open at all. From an operations perspective we are open 7 days a week which is positive.

Kat Tucker asked is this for now? Hopefully Xmas retail sales will go up, would CWC Gilroy change hours then? Jane Howard commented that the Gilroy Premium Outlets will not be open Thanksgiving day, and will be open on Black Friday. Sarah Lira commented that the Outlets hours were extended, however it isn't mandatory for any of the stores to operate during those hours. It is up to each individual store. The management team is taking care of operations, there still isn't a guest services department.

Gilroy Economic Development Partnership Update: Vic Vanni explained the 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 and 6th streets. This was passed by the City to make Gilroy a recreation destination. Presentations will be happening next week. A lot of great energy behind this to get out of struggles due to Covid.

New business - Mattie Walker went over virtual Go West Summit outcome. Most touring companies with city destinations such as Los Angeles and San Francisco are now seeking smaller towns in-between large destination stops to spend more time at. Lion Tours USA Inc. is even considering Gilroy as their lodging destination, even though their tour groups will be going to San Francisco during the day. They are doing this for 2 reasons; price and the comfort of tourists who do not want to stay in large cities. Visit Gilroy received very positive feedback and is excited to partner with Gilroy. Most requested additional information on the Ostrich Farm, Wineries, Gallery 1202 and "Historic" Parts of Gilroy. Some tour companies expressed their concern about tourists being uneasy about coming to the U.S. and will require safety and protocol information on each place they go.

Vic Vanni asked Mattie to describe the Ostrich Farm. Mattie explained the location, check in at arrival is quick where you'll pay and receive the food to feed the Ostrich's. Then you'll walk on your own outside and pass all the other animals first, then to the back where the Ostrich's are. Inside the barn there's a reptile collection of turtles, snakes and spiders where you can handle them if you want.

Jane Howard went over the VCA Western States Virtual Expo on October 14, 2020. Jane will be leading the CCTC booth. There will only be 10 minute intervals.

Jane went over the Visit California COVID-19 update. California travel spend is down 31%. 18 national forests closed due to fires.

Staff Reports -

Jane will share her full report next week. 2.14 million this year, 67% decline from last year. Jane requested a meeting with the City to go over reports with them. Assessment of Gilroy: \$32,000 this quarter. Comments from Eric Gebhardt - 4-5 hotels make up all of that revenue. If that continues into the 3rd quarter it won't be as much. Cal Fire staying in Gilroy will help those numbers.

Cat Tucker asked if CalFire is tax exempt - they are not.

Eric Gebhardt commented if you stay over 30 days they are exempt - in some cases they aren't if the room is paid by the state.

Mattie went over CWC Manager Report and Tourism & Community Engagement Reports.

Total walk in visitors in August were 631, compared to August 2019: 2,866. Total Gross Sales for August 2020: \$1,565.34 compared to August 2019: \$7,731.67. One of our part time workers knows someone whose store unfortunately closed in Morgan Hill and donated those items to CWC Gilroy. Those items sold are 100% profit.

Top pin on Pinterest was "Bay Area Wedding Ideas | Gilroy, California | Rural | Romantic | Picturesque with over 10,000 impressions. Top Boards: Weddings in Gilroy with 10,375 impressions, Delicious Garlic Recipes with 4,389 impressions and Road to Garlic in Gilroy with 1,198 impressions. August Pinterest totals were 27% increase with 32,531 impressions, 449 engagements at 120% increase, total audience 29,380 with 29% increase, engaged audience 293 increase of 136%. Total of 201 unique blog users, average session at 42 seconds. Most popular blog post was Mount Madonna County Parks and most of the traffic was coming from Facebook referrals. Over 9 upcoming blog posts.

Board Member Reports -

Barb Granter: Did some numbers in Texas/ further east theme parks. COVID-19 cases are not increasing which is great for the industry. State Fire Marshall would like to know what the occupant load was. Assuming you will need to operate at about 25%. Opening May, official opening in June. Michael Bonfanti came by and was very pleased with how Gilroy Gardens is doing.

Maria De Leon: Small Business Grant had 34 approved applications. Rent Relief Program to St Joseph's to avoid eviction and homelessness. Starting Sept 1 through the end of 2020. 25% of paid rent required only.

Cat Tucker: Agenda last Monday night, request for someone to put a tall electronic sign off freeway by Automall Parkway to council the city. Not related to the auto dealership. Private business and private owner. If it doesn't go through it'll be due to the private owner.

Kat with A.S. commented on something similar years ago that would have generated millions in revenue. Nonprofits could have participated for free.

Don DeLorenzo: Commented people are out golfing. In 2019 from March - September there were 21 events. This year it is 4. Tournaments aren't happening although the industry as a whole has seen an uptick in golfers.

Vic Vanni's laptop died so he disappeared for a while and Jane took over.

Nancy Maciel - October 10, 2020 first event partnering with Poppy Jasper. It will be dinner, a movie and live music. Kat Tucker asked what happened with the 3 car shows and Nancy commented the county was closed, so they were not permitted. A lot of congestion. Local restaurants didn't get a lot of traffic out of that.

Vic Vanni- Reappeared and commented they started harvesting Monday. September has been pretty slow due to the heat wave and air quality. Yoga in the vineyard will be happening. Sales have been good.

Correspondence - none

Adjourned 9:15am

Next Visit Gilroy Board of Directors meeting - October, 15, 2020