



Visit Gilroy Board of Directors Meeting Minutes
Hilton Garden Inn
Thursday, August 19, 2021

Call to Order

- Vic Vanni (Chair) called the meeting to order at 8:05am

Report on Posting of Agenda

- ED Howard announced the agenda had been posted on Friday, August 13, 2021, at 5:00pm at California Welcome Center 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call

- Board Members Present – Zach Hilton, Michael Fulcher, Kurt Michielssen, Karine Decker, Dave Peoples, Nancy Maciel, Don DeLorenzo, Mark Turner, David McLoughlin, Vic Vanni, Brent Bonino, Sarah Lira
- Board Members Absent – Jeanine Olsen, Tom Cline, Mike Patel, Adam Sanchez
- Staff: Executive Director Jane Howard; CWC Manager Pam Gimenez
- Guests: Katherine Filice & Jason Raby (Articulate Solutions)

Public Comment:

- Public Comment for ALL items on or not otherwise on the agenda
 - No Public Comment

July 2021 Google Analytics Report – Jason Raby reported on the July Analytics report. Users down 38% from last year, however last year is when we launched the Support Gilroy Campaign. Top website source was organic and then Gilroy Gardens. Top 5 pages for July was the home page, 33 things to do, hotels, Gilroy gardens, garlic festival. 90% of Gilroy Gardens website clicked over to the Hotels site. Submitted an Ad to Sunset Magazine co-op with CCTC. Submitted 2 Ads to Visit California for PR and 3 to Visit California for Welcome Center Social Media Platforms. Top Instagram post was JJ Hawg and the downtown music live and top Facebook page was Gilroy Gardens. Making good progress on cleaning up all the old events and things for the ADA compliancy. Look to have that done by mid -September. Kat reported on the influencer campaigns. We have 3 influencers lined up for September, October & November. They represent over 100K Instagram followers. Highlights right now are Gilroy Gardens, Gilroy Ostrich Farm, Wineries, downtown restaurants, outlet shopping. We will send out a letter letting you all know when they are scheduled to be in town.

Consent Calendar – Approval of July 15,2021 board meeting minutes and July financials – MSC approved unanimously

Old Business – CWC Operations Update

- ED Howard reported we had our first site visit yesterday 8/18/21 from our Director of Welcome Centers and the CFO for Visit California. Per our guidelines with Visit California, we are required to have annual site visits. Since no one was traveling last year the site visit had been postponed.

This was a very informal visit. Matt Sabatini, Visit California CFO had never been to our site, so he was very pleased to hear about our partnerships and that we have secured our funding with the city for the next 2 years as well as our two-year lease agreement with GPO.

As for the Welcome Center itself, we have been very busy with customers but have seen a decline in walk-in traffic since the mask mandate went into effect a few weeks ago. Weekends continue to be very busy. We have hired another PT person to fill the spot for our staff member that will be moving over to the Tourism & Community Engagement Coordinator position. Tourism & Community Engagement Coordinator staffing update – One of our PT staff members has accepted the position and will transfer to position in mid-September.

New Business – City of Gilroy Lodging Report Qtr. Ending 6/30/21 emailed to the board prior to the meeting. ED Howard did point out that we had set our accrual moving forward at \$75,000 and we came in at \$75,230! Looking back at 2019 (pre-covid) this quarter number came in at \$97,000, only \$22,000 lower.

GEDP Initiatives Update – BM Turner reported their next meeting is August 25. Regarding the 3 key initiatives, the 536 project - City council has declared this surplus land and we now must wait 60 days to see if there is any interest from outside developers. Once the 60 days are up, the city can then enter an ENA with the company that wants to build a mountain bike park on the hillside. The Sharks Ice project continues to move ahead. Partners will start putting timelines together to meet with the community to explain what the Sharks Ice project would look like. The city is putting together a Gourmet Alley Ad Hoc committee to work with the downtown business association on that initiative.

Cal Travel Summit – ED Howard will be attending this seminar in September in Huntington Beach. There will also be an update on the TBID laws.

Destination Stewardship Planning Guide – emailed to the board prior to the meeting

Visit California, US Travel Covid-19 Updates – emailed to the board prior to the board meeting.

Staff Reports-

Visit Gilroy ED Report – will be emailed to the board later in the week

CWC Gilroy Manager report – emailed to the board prior to the meeting.

Board Member Reports –

BM Bonino reported they had a special visit (twice) from Mike Tyson while he was in town.

BM Turner reported that EDC is offering grants on several different projects. Working on Job Creations. Working with Atorias (local company that makes flatbreads) are looking to expand their business from 35,000 sq. ft to 100,000 sq. ft and looking to keep them HERE in Gilroy and this grant could help with that. Continue to work with folks looking for land in the North quadrant.

BM McLoughlin reported Mike Tyson stayed there at the Hilton during his stay in Gilroy. The Hilton Restaurant is going to open back up to full service the first part of September.

BM DeLorenzo reported Gilroy Golf Course had a very successful Garlic Festival Golf Tournament. Completely sold out! A lot of community support. Dave Bozzo cooked garlic festival food after the tournament. The High School Women's golf teams are back! The First Tee program that is hosted at Gavilan, set a record with 66 kids involved. John Torrez who is the golf coach for both boys & girls at Gilroy High School, started the County Valley Junior Golf Club which started with just a few kids and now has really seen this grow. The access road to

the Hoey project will be cut on Monday, so the 9th hole will be no longer be there. There is another hole that will take its place. Council has approved funds to re-do 3 cart paths.

BM Peoples – no report

BM Fulcher reported Gilroy Gardens just finished their full-time schedule and with school starting they are now weekends only! Very strong summer overall! Great Big BOO will begin Oct. 1st and run the whole month.

BM Decker reported she just started her position with the City of Gilroy on August 2nd. Looking forward to working with Mark Turner & Jane Howard on a few projects. The city staff will be back in the offices and open to the public on August 30th.

BM Michielssen reported all the PPP loans that were in Kurt's portfolio (76) have all been forgiven.

BM Hilton reported he is concentrating on recreational tourism. At last Monday's City council meeting there were 29 single family homes that were approved and along with that was a pre-loaded clipper card. A clipper card is a card you can use to ride Caltrain, VTA bus, BART. Trying to get people out of the cars and using transit! These measures will start to come up for commercial development and residential development. Public Works Department is doing a Grant focusing on "Safe Routes for All". City Council will be meeting in-person beginning Sept. 13th. The city is currently looking for a new City Clerk.

BM Lira reported the Outlets just finished a Teacher Promotion this past weekend. Teachers were given a bouquet of flowers as a Thank You for all they do! Weekends continue to be very busy. Brooks Brothers is moving from Bldg. B over to Bldg. A. That site is currently under construction now. Hoping to tell us about some new stores coming to the outlets soon!

BM Vanni reported he is desperately searching for staff! The weather has been ideal for the vineyard!

Our next board meeting will be moving back one week to September 23, 2021

Meeting adjourned: 9:08am