



Visit Gilroy Board of Directors Meeting Minutes  
Hilton Garden Inn  
Thursday, July 15, 2021

Call to Order

- Vic Vanni (Chair) called the meeting to order at 8:04am

Report on Posting of Agenda

- ED Howard announced the agenda had been posted on Friday, July 9, 2021 at 5:00pm at California Welcome Center 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call

- Board Members Present – Vic Vanni, Tom Cline, Kurt Michielssen, Dave Peoples, David McLoughlin, Adam Sanchez, Don DeLorenzo, Nancy Maciel, Mark Turner (8:50)
- Board Members Absent – Zach Hilton, Mike Patel, Sarah Lira, Brent Bonino, Jeanine Olsen
- 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

June 2021 Google Analytics Report & VCA/Expedia Coop Campaign Results – Articulate Solutions  
Jason Raby reported on the June Analytics Report – Users up 7% over May and 146% over prior year. June was the end of the digital campaign funded through the city. Moving forward, we will have more accurate data w/o those campaign numbers. Most popular pages for June were, Gilroy Gardens, Home page, shopping and 33 things to do. Huge jump in Gilroy Gardens traffic this year! In the past 60 days, GG has generated over 4500 users to the site and of that, 1000 of them have clicked over to a hotel website. We had a two-month campaign with Expedia with matching dollars from Expedia & Visit California. Visit Gilroy invested \$10,000, Visit California invested \$3,000 and Expedia added \$13,000 (total of \$26,000). Through this campaign, 629 room nights were booked by consumers which added up to \$89,109 in gross bookings. Visit California will be conducting a matching campaign again with more dollars in the fall. Social Media revealed a 3% increase in followers. Most popular post was, “Get your Garlic to go” promoting the Reimagined Garlic Drive Thru this year for the festival. All this information was emailed to the board prior to our board meeting.

Consent Calendar – Approval of June 24, 2021 board meeting minutes – MSC unanimously approved.

Old Business – CWC Operations Update, the Welcome Center has gone through a Re-Fresh! We have moved product around and what a nice change! In the month of July, we are featuring our Garlic products up front! We have some new items for sale.

Tourism & Community Engagement Coordinator staffing update – ED Howard announced that one of our PT staff was interested in the position and she is very well qualified. If our TBID dollars come in a bit higher than budgeted, the date for starting the new position will be after Labor Day instead of waiting until October. Possibility of looking for another PT staff member to fill that void.

New Business – Visit Gilroy June Financial Report\* - MSC - approved unanimously

CWC Gilroy Vendor Renewals FY 21/22\* – MSC - approved unanimously

Visit Gilroy SMP Update through 6/30/21 – Katherine Filice from Articulate Solutions reviewed the Strategic Marketing Plan to date. This was emailed to the board prior to our meeting.

Website Accessibility ADA Compliant Update – Jason Raby from Articulate Solutions explained what has been done thus far on the Automated ADA Compliant. There are several steps that need to be taken and one of the first steps was to eliminate all the old events from the site. There is a significant amount of work behind the scenes to be done completed initially.

Visit Gilroy TBID Marketing plan update – 7/1/21 to 12/31/21 – Jason Raby explained earlier that we would be doing another Partnership Coop campaign with Visit California - for our \$10,000 investment, we receive \$30,000 in marketing. Jason said that we will also be doing some partnerships with CCTC with Sunset Magazine. We have decided **NOT** to participate in IPW in Las Vegas this year but rather attend Go West Summit in February 2022 in Reno, NV. We are also considering hosting a wedding fair in March 2022.

GEDP Initiatives Updates – Mark Turner reported the 536 project has been delayed. The city will vote on 8/2/21 to include the 536 project into the surplus land act. This will result in a 3 – 4-month delay with that project. The Sharks Ice project is moving forward positively. The Gourmet Alley event was very well received.

CWC Gilroy 2<sup>nd</sup> Qtr. 2021 Manager Reports – sent out to the board prior to the meeting.

Visit California, US Travel, Covid-19 Updates - ED Howard sent out information to the board from US Travel about getting U.S. borders open again. If international travel remains stagnant, the US can expect to lose an additional \$90 Billion in export income in the second half of the year for a total loss of \$325 billion in 2020 and 2021.

Staff Reports – Visit Gilroy Executive Director Report will be emailed to the board.

CWC Manager Report – was emailed to the board prior to the meeting.

Board Member Reports:

BM Michielssen reported the GEDC continues to partner with Gilroy Chamber of Commerce and Mark Turner is doing a GREAT job representing the organization!

BM Maciel reported next Thursday Downtown Live will begin again with some Great Food Trucks and JJ Hawg as the musical entertainment. Another Downtown Live event is scheduled for August 5<sup>th</sup>. Health Fair is planned for August 21<sup>st</sup> and a Gourmet Alley Event on August 28<sup>th</sup>. Porchfest will be held on September Sept. 25<sup>th</sup>. Having some scheduling issues with the Wine stroll. Beer Crawl is planned for October and hope to have the Holiday Parade this year.

BM Cline reported they are ramping up for Gourmet Alley Drive thru. Starts next Friday, Saturday, Sunday and continues the following weekend as well. Farm to Table dinner at Fortino winery tickets are selling fast as well as the Golf Tournament!

BM Peoples – No report

BM Sanchez reported restaurant business is getting much better. Been a tough 2 years. Staff is an issue! The Miliias Restaurant is currently offering music on Friday/Saturdays only.

BM DeLorenzo reported how excited he is to be working with Janet on the Garlic Golf Tournament. Construction on the roundabout is continuing. Water line is completed. Looking to get some plans done for a new picnic area near where the #9 hole was and increase some parking spaces.

BM McLoughlin reported occupancy has improved. Rates have increased. Business travel is at 40%. Mainly leisure travelers currently.

BM Turner reported the Chamber of Commerce in partnership with the Silicon Valley Chamber Coalition was asked to help sponsor AB1444 "Food Delivery Platform" to stop the "third party deliveries" (Grub Hub & Yelps) charging an additional fee to the restaurants without their knowledge. Gilroy Chamber has been planning a trip to Washington DC in October. Gilroy Chamber is also selling "garlic" boxes during the month of July!

BM Vanni reported Solis Winery has started scheduling events again. Yoga in the Vineyard is scheduled in addition to Cigars Under the Stars. Cab & Kabobs will be returning as well. Solis Winery has been experiencing very busy weekdays which is a result of being open every day when most wineries are not! Also, some very brisk wine sales lately. Their wine club is building up! The crop looks great this year!

Meeting Adjourned at 9:28am

Next board meeting is August 19, 2021.