



Board of Directors Meeting Minutes
Thursday, May 28, 2020

Zoom Meeting Called to Order: 8:07am by Board Chair Barb Granter (Meeting ID 865 9080 8199)
(Password 952802)

Report on Posting of Agenda: ED Howard announced the agenda had been posted at California Welcome Center Gilroy 8155 – 6 Arroyo Circle Gilroy, CA on Thursday, May 21, 2020

Roll Call: Present – Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Eric Gebhardt, David McLoughlin, Don DeLorenzo

Board Members absent – Mike Patel, Adam Sanchez, Sarah Lira, Brent Bonino

Guest: Jason Raby & Angela Rodezno from Articulate Solutions

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

April Google Analytics & Monthly SMP report – Jason Raby reported users are down 87% YOY and page views are down 60% over past year. Our pages per session is up 9% over PY and session duration is up 22%. While website visitation is down, the current visitors are more engaged spending more time on the website and viewing more pages. Desktop traffic has risen substantially. Top pages for the month: Homepage, Resident Resources, and Shopping. Social media engagement rates are up. Facebook and Instagram are up about 45 – 55% over PY. Twitter is up 20% over PY. All advertising has been paused due to Covid 19. Support Gilroy Campaign (partnership with City of Gilroy, Gilroy Chamber of Commerce & Visit Gilroy) is to educate residents as to what businesses are open and to encourage residents to support local businesses and to unite the community to let them know that the City of Gilroy, Gilroy Chamber of Commerce and Visit Gilroy are here to support them through this challenging time. Stay Loyal/Stay Local/Support Gilroy.

Consent Calendar: Approval of April 16, 2020 board meeting minutes; Approval of April 2020 Visit Gilroy financial reports

RESULT:

APPROVED 12 – 0

MOTION: Mark Turner

SECOND: Dave Peoples

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Eric Gebhardt, David McLoughlin, Don DeLorenzo

NAYS: None

Old Business: Review of Visit Gilroy Destination Perception Study & NPS Survey Zoom Presentation – ED Howard will contact Carl Ribaldo to set up a zoom presentation for June.

Visit Gilroy Board Member vacancy – ED Howard wants to keep this on the agenda and as soon as we meet in person, ED Howard will continue discussions with the Art community and also follow up with Tom Cline from Gilroy Garlic Festival which would bring our board members up to 18.

New Business – CWC Gilroy Operations Budget Drafts FY 20/21*- ED Howard emailed the budget draft out with the assumption that the City of Gilroy will continue to fund Visit Gilroy for the current amount of \$300,000. Gilroy City Council meets on Monday, June 1 to begin their budget discussions. Motion to approve CWC Gilroy Operations Budget FY 20/21 as presented was made:

RESULT:

APPROVED 12 – 0

MOTION: Vic Vanni

SECOND: Mark Turner

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Eric Gebhardt, David McLoughlin, Don DeLorenzo

NAYS: None

Revised TBID Budget Draft 1-1-20 to 12-31-20*- ED Howard emailed the proposed budget draft out prior to the meeting. Due to Covid 19, TBID revenue is projected to be reduced by 55%. ED Howard reached out to the three TBID representatives and asked if they would support transferring funds from the restricted TBID account and received approval to transfer \$45,000 to the revised 2020 TBID budget which represents approximately 50% of the funds in the restricted account. Board members discussed the 40% Salary reduction for ED Howard and stated the ED salary not be reduced anymore than a City Staff Department Director.(10% Motion to approve revised 2020 TBID budget and to revise ED salary to reduce the total salary level by 10% in 2020 was made:

RESULT:

APPROVED 12 – 0

MOTION: Mark Turner

SECOND: Cat Tucker

AYES: Barb Granter, Mark Turner, Dave Peoples, Kurt Michielssen, Nancy Maciel, Vic Vanni, Cat Tucker, Maria DeLeon, Jeannie Olson, Eric Gebhardt, David McLoughlin, Don DeLorenzo

NAYS: None

ED Howard noted the TBID funds accrued for the first quarter (Jan – Mar 2020) are currently included as an accounts receivable amount on the balance sheet. Due to Covid19, the City of Gilroy Lodging Report and check will be mailed in June.

Gilroy Economic Development Partnership Z(GEDP) Update – Notes from the March 6th meeting were emailed to the board of directors prior to the meeting. GEDP met again on Wednesday, May 27, 2020 to discuss the current economic impact to the City with Covid 19. Each organization discussed where they were in their individual efforts to support economic development. Each GEDP organization was asked to identify one or two major goals to bring forth for discussion and prioritization for the next meeting Gilroy as a recreation destination and how do we all come together and support that goal will be one of the priorities to be discussed. The question will be what can be done to “kick start” Gilroy.

CWC Gilroy Reopening Plan & Guidelines – the plan calls for opening on 6/1/20 for curbside pickup. We will currently adhere to the GPO hours of Mon – Sat – 11am – 7pm and Sunday noon – 6pm. ED

Howard & CWC Mgr. Gimenez held a zoom conference call with current CWC staff to review the guidelines for opening the Welcome Center including the cleaning & sanitation requirements and how we will do our curbside business.

Visit California & US Travel Covid19 Updates – current reports were emailed to the board prior to meeting. Visit Gilroy will be following the Visit California Stairway to Recovery marketing plan.

Staff Reports – ED Howard will email to the board when April STR reports are available.

CWC Manager Report – No report this month

Tourism & Community engagement Report – working On Pinterest & Visit Gilroy Blog. Angela from Articulate Solutions has been an excellent resource offering suggestions and recommendations. First Visit Gilroy blog will be posted on Friday. Bay Area Wedding Faire will be a virtual event on June 20 (1 – 4pm).

Board Member Reports

- BM Granter made a presentation to the Gilroy Rotary club last week and as she was explaining that they may need to wait until 2021 to open, Theme parks were being moved into another phase for reopening that they may get to open this year. Staff and board members will be reviewing at what is required to possibly open sometime in July.
- BM Peoples – no report
- BM Michielssen – mentioned that Mark is doing a great job of sending information out regarding Covid 19 impact on business.
- BM Turner – There are a couple of projects moving forward at this time. The Chamber has been spending a lot of time fielding LOTS of phone calls from businesses just wanting to get their doors open again. There is FRUSTRATION on many levels. Constant communication continues with Supervisor Wasserman.
- BM DeLorenzo reported that Gilroy Golf Course is OPEN and they have been SLAMMED! May 2020 has been busier than May of last year. Have had to hire 2 PT staff to help with all the Sanitation protocols in effect. Gavilan Golf course is not open.
- BM Mcloughlin reported Hilton Garden Inn renovations will be completed this Friday. There has been a slight increase in recent hotel stays.
- BM Gebhardt reported the Hampton Inn has been open for 2 weeks. 30 rooms are available currently for booking and they have 10 – 15 rooms daily being occupied. Interesting to note many guests are local.
- BM Olsen reported CMAP is happy to offer services for anything that is needed. Please contact her directly.
- BM Maciel reported the Memorial Day Flags were out for this past weekend. Currently some downtown merchants are doing curbside services. Visit Save Your Faves website to get gift cards for your local restaurants & merchants.

Board meeting adjourned – 9:32am

Next board meeting – June 18, 2020

Board Meeting Minutes prepared by Pam Gimenez