



Visit Gilroy Board of Directors Meeting Minutes

Thursday, November 14, 2019

- Call to Order
 - Barb Granter (chair) called the meeting to order at 8:02am
- Report on Posting of Agenda:
 - ED Howard announced the agenda had been posted on November 6, 2019 at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
 - Board Members Present: Barb Granter, Cat Tucker, Vic Vanni, Sarah Lira, Brian Bowe, Don DeLorenzo, Mike Patel, Nancy Maciel, Adam Sanchez, Dave Peoples, Eric Gebhardt (8:06), Mark Turner (9:00)
 - Board Members Absent: Maria DeLeon, Becca Reed, Brent Bonino
 - 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
- October Social Media, Marketing & PR Report - Jason Raby reported website traffic overall was down 18% YOY. After taking out the Sweet Retreats digital campaign from last year, traffic was up 12% over prior year. Mobile traffic is 73.4%. Top pages viewed: Gilroy Gardens Halloween was top page viewed followed by 33 things to do, Visit Gilroy homepage & then beer crawl. Facebook impressions are up 34% with the top post engagement being the Tamale festival.
- Consent Calendar – Approval of October 17, 2019 board meeting minutes and Approval of October 2019 financials– MSC approved unanimously.
- New Business
 - Visit Gilroy Destination Perception Study Proposal – Board discussed if Visit Gilroy should do a Perception Study vs. an NPS study or a combination of the two. After discussion, board asked ED Howard to “fine-tune” the proposal and draft questions to bring back to the board of directors in January 2020.
 - Visit Gilroy 2020 GTBID Annual Marketing Meeting & Budget Draft – after some discussion, the TBID committee recommended a conservative amount for projected income for 2020. With Hampton Inn coming on board in first quarter 2020, they believe the RevPAR will see a decrease of about 3%. MSC Approved unanimously.
 - Tourism & Community Engagement Coordinator job description – MSC approved unanimously for ED Howard to begin the process for hiring with a target date of February 2020.
 - City of Gilroy Lodging Report – Qtr. Ending 9/30/19 is not yet available. We will forward to the board as soon as it becomes available.

- Visa Vue Travel Reports – Domestic & International – Qtr. Ending 9/30/19 – copies distributed to the board of directors. Both Int'l and Domestic spending is down.
- FY 17/18 Gilroy Visitors Bureau 990 tax return – copies distributed to the board of directors.
- Visit Gilroy board of Directors vacancies – board directed ED Howard to reach out to several categories including artists to see if they would be interested in joining the board and Casa deFruta RV Park.
- Old Business
 - Annual Visit Gilroy Presentation to City Council was on Monday, November 4, 2019. Executive director presented a ten-minute power point presentation and answered a few questions from council members.
 - Visit Gilroy Strategic Planning Session Debrief & Notes – MSC approved unanimously.
- Staff Reports
 - Visit Gilroy ED monthly report will be sent out later in the month
 - CWC Manager report was emailed to the board of directors.
- Correspondence
 - A Thank you note from Gavilan College for providing them with 50 visit Gilroy shopping bags full of collateral material used for a job fair.

***December 13th, Solis Winery will host our board of directors for wine tasting from 4 – 5:30pm. Appetizers will be provided. After Wine Tasting, Gilroy Gardens will host the board for a turkey dinner feast and then stay to enjoy Holiday Lights. Watch for an evite in your email soon.

November 30, 2019 is the annual “SHOP SMALL” event in downtown Gilroy and December 7th is the Holiday Parade!

Meeting adjourned at 9:19 am

Next meeting: January 16, 2020