



Board of Directors Meeting Minutes  
Thursday, October 15, 2020

Zoom Meeting Called to Order: 8:00am by Board Chair Vic Vanni (Meeting ID 978 2386 8432)  
(Password 566719)

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, October 9, 2020 at 5:00 PM at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020

Roll Call: Present – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Jeanine Olson, David McLoughlin, Don DeLorenzo, Tom Cline, Mark Turner, Eric Gebhardt, Mike Patel, Sarah Lira, Vic Vanni

Board Members Absent – Brent Bonino, Adam Sanchez, Maria DeLeon

Guests: Katherine Filice, Jason Raby (Articulate Solutions)

Staff Present: Executive Director Jane Howard, CWC Gilroy Manager Pam Gimenez  
Staff Absent - Tourism & Community Engagement Coordinator Mattie Walker

September 2020 Google Analytics & Monthly SMP Reports – Jason reported that due to the bad “air” days with fires and such, we were quiet the first part of September. Traffic was down 49% YOY. Organic traffic is holding steady with all the “things to do” in Gilroy which was the most popular site this month. Submitted a few stories to Visit California about Hotels, Fall Travel & the Holidays. Also submitted content to Dog Trekker for the wineries. They are hoping to come down to the wineries, take photos and do a blog that will help with traffic. Social Media sites were down 80% down for Facebook, 62% decrease in impression for Instagram. Increase in followers! Most popular post was on World Tourism Day with a picture of Jane & Mattie. Most popular post on Facebook was Mattie’s Garlic Bread recipe. Added some additions to the Instagram analytics monthly report that will give us ages and where the followers live.

Consent Calendar: Edit on last month’s board meeting minutes. Vic Vanni did not make the motion to approve August 2020 financial reports and August 20, 2020 board meeting minutes. That motion was made by Cat Tucker and seconded by Barb Granter. ED Howard will make that change.

**MOTION: To Approve the edited September 17, 2020 board meeting minutes.**

RESULT:

APPROVED 14– 0

MOTION: Dave Peoples

SECOND: Kurt Michielssen

AYES: – Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Jeanine Olson, David McLoughlin, Don DeLorenzo, Tom Cline, Mark Turner, Eric Gebhardt, Mike Patel, Sarah Lira, Vic Vanni

NAYS: None

#### Old Business:

- CWC Gilroy Operations & Budget Update – ED Howard updated board our walk-ins are about 30% of our normal walk-in traffic at the Welcome Center. We have just completed the latest updated COVID-19 compliance paperwork and filed with the county. Our copies are attached to the window and staff will receive their copy at our staff meeting next week. On the budget side of things, ED Howard will have a couple of recommendations (on the operational and TBID) once she receives a few reports that she is waiting on. Analysis will be done and then will come to the board with those recommendations at the November board meeting
- Gilroy Economic Development Partnership (GEDP) Status Report – BM Turner reported on the September 14, 2020 city council meeting, the council formally approved the resolution making Gilroy a Recreation Destination. ED Howard and BM Turner have met with council members individually to discuss the 536 project. City Administrator, Jimmy Forbis, is in the process of preparing an RFP for the 536 project that will be presented to council on November 2, 2020 for their consideration and approval. ED Howard & BM Turner also spoke with Sharks Ice representative, John Gustafson regarding the potential project here in Gilroy. There is a field trip planned for November 6, 2020 for the City Council Ad Hoc Committee along with Jane & Mark to visit Sharks Ice Arena in San Jose. ED Howard and BM Turner have also had conversations with council members regarding 2040 General Plan proposed language.
- VCA Western States Virtual Expo Update – ED Howard lead the CCTC as one of the representatives for the virtual trade show with travel agents looking for more information about Gilroy and the Central Coast. There were 10 appointments booked, and in addition hundreds also visited the virtual booth looking for information. People were very interested in our Taco Trail, shopping, and Garlic Festival.

#### New Business:

- Approval of September 2020 Financial Report \*– ED Howard reviewed Operational & TBID financial documents. She will make some recommendations on TBID budget after STR reports arrive in mid-November. Operational side of things, looking to do some partnership marketing with City of Morgan Hill to help promote our Wineries! Those dollars would come from the Marketing/Advertising budget that would have normally been used for our local events that are not happening this year. Board gave a thumbs up to pursue a partnership with Visit Morgan Hill.  
**MOTION: To Approve September 2020 Financials**

#### RESULT:

APPROVED: 14 – 0

MOTION: Mark Turner

SECOND: Cat Tucker

AYES: - Barb Granter, Dave Peoples, Kurt Michielssen, Nancy Maciel, Cat Tucker, Jeanine Olson, David McLoughlin, Don DeLorenzo, Tom Cline, Mark Turner, Eric Gebhardt, Mike Patel, Sarah Lira, Vic Vanni

NAYS: None

- 990 Tax Filing Status Report – FYE 6/30/20 – ED Howard reported John Blaettler, CPA is preparing reports at this time. Copies of the 990 will be provided to board members when completed.
- GEDP Initiative Presentation – 536 acre project at Gilroy Gardens. BM Granter provided a power point presentation of the design concept and proposal for the 536 acres submitted by Select

Contracts. This Company specializes in Adventure Parks (surf parks, bike parks, water parks, snow parks, theme parks, etc.) and very much involved with recreation destinations. This company proposes to design, build, and operate. Following the presentation, board members discussed the proposal and asked questions.

- Visit California, US Travel Covid-19 Updates – ED Howard continues to send to the board any updates that are sent to Visit Gilroy. Currently there is a real divide between our Governor and the Theme Park Industry. They are not getting any information if they will be able to open back up this year at all! Frustration and anxiety from a tourism perspective. VCA has just passed their FY 20/21 budget and approved a 45% decline in their expenditures.

#### Staff Reports –

- VG Executive Director Report – ED Howard will send out her report next week after she receives the Smith Travel Report.
- CWC Manager Report – emailed to the board prior to the meeting. Retail is 55% of budget but overall we are 60% of annual budget. Walk-in's are at about 30%.
- 1<sup>st</sup> Quarter CWC Report – emailed to the board prior to the meeting. Pam explained Saturdays continue to be the busiest day with Sunday following right behind. Wednesday's are the slowest days.
- Tourism & Community Engagement Coordinator Report – emailed report to board prior to meeting. ED Howard mentioned what a great job Mattie is doing with her posts and blogs. Her recipes that she posts continue to have strong followings.

#### Board Member Reports:

- BM Cline reported the Garlic Festival Association is committed to having a festival in 2021, just not sure what that will look like yet. Cat Tucker mentioned to Tom that the City Council voted to make the temporary memorial at the park permanent.
- BM DeLorenzo reported golf bookings continue to be brisk! There has been some interest in Events, however with the time changing in a few weeks, it probably will not be feasible until next year. Don also mentioned he spoke with several people that have dined at the new Relish Restaurant that is located where Stubby's was and have heard very good things. They currently have a very limited menu and are only open for dinner.
- BM Lira reported the Holiday hours have been posted on the GPO website. They will remain CLOSED on Thanksgiving but will be open at 6am for Black Friday shoppers.
- BM Maciel reported she will begin the process of speaking to the restaurants about indoor dining.
- BM Olsen reported CMAP will be doing a "soft" opening at the Greenhouse downtown.
- BM Vanni mentioned each winery is different as far as tasting times, days open, etc. Solis is currently doing tastings for members only!

Board Meeting adjourned – 9:19am

Next board meeting -November 19, 2020

Board Meeting Minutes prepared by Pam Gimenez