



## Visit Gilroy Board of Directors Meeting Minutes

Thursday, September 19, 2019

- Call to Order
  - Barb Granter (chair) called the meeting to order at 8:05am
- Report on Posting of Agenda:
  - ED Howard announced the agenda had been posted on September 13, 2019 at the Gilroy Chamber of Commerce, 7471 Monterey St. Gilroy, CA 95020
- Roll Call:
  - Board Members Present: Barb Granter, Maria DeLeon, Nancy Maciel, Cat Tucker, Vic Vanni, Becca Reed, Dave Peoples, Eric Gebhardt, Sarah Lira, Mark Turner, Brian Bowe, Don DeLorenzo, Tammy Brownlow, Mike Patel
  - Board Members Absent: Adam Sanchez, Brent Bonino
  - Staff: Executive Director Jane Howard; CWC Manager Pam Gimenez
  - Guests: Katherine Filice & Jason Raby (Articulate Solutions); Jim Sergi; Gabe Gonzalez (City of Gilroy); Carl Ribaldo (SMG Consulting)
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
    - No public comment
- August Social Media, Marketing & PR Report – monthly report presented by Jason Raby – Articulate Solutions
- Consent Calendar
  - Approval of August 15, 2019 board meeting minutes – MSC – approved unanimously
  - Approval of August 2019 financial reports – MSC – approved unanimously
- New Business
  - Visit Gilroy Strategic Planning Session - Carl Ribaldo introduced himself
  - Gabe Gonzalez (City Administrator) presented an overview of what initiatives the City of Gilroy is focused:
    - Economic Development
      - Revenue Generating businesses
      - Who we are as “Gilroy”
      - 1-year exclusivity agreement with San Jose Sharks
      - Gilroy Gardens Master Plan – Adventure Park discussions
      - Working with downtown regarding fee reductions
      - Adopted a façade program for downtown
      - Working with marketing partners to tell “Our Story”
  - Gene Zanger (partner Casa de Fruta) Vice Chair of Marketing for Visit California
    - Presentation on the California Experience

- California has seen 9 years of growth; More people are traveling than ever before, and the tourism industry's long-term viability depends on its ability to protect, preserve and promote the traveler experience.
- New Initiatives - California Taste Blazers; Road trip Republic
- Johnny Mosley will be jousting at the California Renaissance Faire at Casa de Fruta next weekend.

#### Visit Gilroy Board of Directors Planning Session

#### Strategic Planning Priorities:

Strategy Design  
 Understanding  
 Creating  
 Transitioning

#### The Organization: what changes have occurred?

- Designated a California Welcome Center
- Organization Leadership Succession Plan completed and approved
- Expanded board representation (Ag tourism, CMAP Rep – local TV)
- Partnerships
- Expanded Retail
- Marketing Plan – Road to Garlic; Sweet Retreats; Wedding Destination; Follow the Fun
- Unique visits to website increased
- RevPAR increase 4.3%

#### The Community: Where are we?

- Business Community is looking forward
- #GilroyStrong (flame Ups)
- Take it Back and MOVE FORWARD

\*Don't let the Incident WIN!!!!

#### California Tourism Trends:

- Strong demand
- Increased prices/revenues/tax collection
- Peak tourism issue – local
  - VHR (Vacation home rentals)
  - Staffing Issues
  - Experiences
  - Pet travel
  - Food
  - Shared economy

#### Gilroy Trends:

- Road work continues
- Traffic issues
- Downtown improvements
- More Events Downtown
- On-line shopping a factor

Opportunities:

- Shopping (create more experiences i.e. Easter Egg hunt; Trick or Treating; lunch with Santa etc.)
- Agritourism
- Wine – more wineries, quality events, special events, award winning wines

Art & Culture:

- Public street art

Recreation:

- Sharks
- Adventure Park
- Hiking trails
- Golf
- Parks
- Water Park
- Gilroy Gardens

Time to Re-Think the Assets!

Adjacent Possibilities:

- Special Events – partnerships (local/regional); Branding alignment
- Arts/Culture – murals
- Outdoor Recreation – multi dimensional - be the culture that creates an interesting destination

Transforming: Specific Steps

- Wine – positive representation
- Shark's opportunity (Ice Hockey), support, communication from City
- Adventure Park – 50/100 -year lease or sublease from City
- Arts/Culture – public Art
- Special Events

Board meeting adjourned at 1:55 pm

Next board meeting scheduled for Thursday, October 17, 2019 at 8:00 am

Minutes prepared by California Welcome Center Gilroy Manager – Pam Gimenez

