



Visit Gilroy Board of Meeting Minutes

Hilton Garden Inn

Thursday, November 18, 2021

Call to Order

- Board Chair Vic Vanni called the meeting to order at 8:00 a.m.

Report on Posting of the Agenda

- ED Howard announced the agenda had been posted on Friday, November 12, 2021 at 5:00 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call

- Board Members Present: Vic Vanni, Tom Cline, Kurt Michielssen, Brent Bonino, Karine Decker, Zach Hilton, Don Delorenzo, Dave Peoples, David McLoughlin, Adam Sanchez, Mark Turner, Mike Patel, Nancy Maciel (8:07 a.m.), Jeanine Olsen (8:25 a.m.)
- Board Members Absent: Sara Lira, Michael Fulcher
- Staff: Executive Director Jane Howard; CWC Manager Pam Gimenez; Tourism & Community Engagement Coordinator Madeline Martin
- Guests: Jason Raby (Articulate Solutions)

Public Comment:

- Public Comment for all items on or not otherwise on the agenda
 - No Public Comment

October 2021 Google Analytics Report: Jason Raby reported on the October Analytics Report

- 32% increase in sessions compared to 2020; 19% decrease from Sept. 2021—Jason explained traffic loss due to decrease in Gilroy Gardens days/hours of operation (opened only on Fri-Sun) and the fact we had been receiving a lot of traffic from them.
- Top sources of traffic to the Visit Gilroy site: Google Organic Search, Direct, Gilroy Gardens
- Top pages: Homepage, 33 Things to do, Hotels, Renaissance-Faire
- Mobile use has gone up to 64.8%
- Site performance: increase in Unique (first-time) users and Page views; Dining and Winery Conversions have gone up from 2020.
- Top Hotel Events: Hampton Inn & Suites, Hilton Garden Inn, Best Western Plus-Forest Park Inn

- Shared initial results from two of the Social Media Influencers who visited Gilroy in September & October
 - Danielle Wahlstrom in October:
 - Total Reach for Visit Gilroy and Danielle: 4,160; Cost Per Reach: \$0.09
 - Platforms used: Visit Gilroy Instagram; Danielle Wahlstrom Instagram: for IG posts; and post on her personal blog
 - Katrina Torrijos with Palm Tree & Pellegrino (she hosted their IG page)
 - Total reach for Visit Gilroy and Palm Tree & Pellegrino: 12,406
 - Cost Per Reach: \$0.02
 - Platforms used: Visit Gilroy Instagram; Palm Tree & Pellegrino Instagram; Instagram Reels and Stories; Palm Tree & Pellegrino TikTok, Blog Post, and Pinterest
- Board members will receive a summary report detailing the results of all four influencers at our next meeting.
- Jason reported Visit Gilroy will be participating in a 3-part Pinterest ad campaign in partnership with CCTC (Central Coast Tourism Council) in the next few months
- Overall website traffic is only down 9% from October 2019 in user traffic to the Visit Gilroy website
- Recent advertising:
 - Ad in *Yosemite Journal*
 - Ad in *GMH Today*
 - Ad in Gilroy Recreation Guide

Consent Calendar: Approval of September 23, 2021 Board Meeting Minutes and September 2021 Financials - MSC approved unanimously

Old Business

- CWC Gilroy Operations Update: CWC Manager Gimenez reported we updated our hours to 10 a.m. to 5 p.m. daily. The Gilroy Premium Outlets have returned to hours similar to pre-pandemic. There are four new stores opening in the Outlets: Toy World (old Disney store location), Torrid, re-opening of Francesca's and Caitlyn's Closet.
- GEDP Initiatives Update: Mark Turner provided an update on Sharks Ice - City is awaiting a response to the term sheet submitted to them recently. Staff is hoping to have a response by Dec. 6 or 13, 2021 or early Jan. 2022. Regarding the 536 initiative: The City has entered a 90-day period of good faith discussions with the County for the surplus land. The County is interested in putting in some hiking trails. Ninety day expiration date is mid-January 2022. Karine Decker is still working on grants.
- Visit California Destination Stewardship Planning Guide Update-Tabled until next month.

New Business

- Visit Gilroy Strategic Marketing Plan Update: Jason Raby:

- Goals through Q3 have all been surpassed by significant numbers. 2021 hotel views are up 760% from 2020. Gilroy Gardens continues to provide the most hotel conversions, with people clicking on or calling hotels based on viewing their website.
- Beginning revisions on 2022 Strategic Marketing Plan.
- Katherine Filice is working on possible new campaign to update/replace the “Stay” campaign. This would be implemented in the 2022 Stay Spicy Visitor Guide.
- Visit Gilroy Proposed Updates for Chamber of Commerce Community Vision Document
 - Mark Turner: Planning to revise it. COVID changed a lot of community partners’ goals and objectives. Will make it a 2030 version.
 - Goal: To get all the partners to come together to come up with a new vision, one that will improve the businesses and community.
 - Timeframe: Estimated one year.
- Report on Carmel, Indiana Mayo/City Manager James Brainard’s visit to Gilroy
 - ED Howard: Gilroy will host him from Nov. 21-23, 2021.
 - He’s currently serving his seventh four-year term in Carmel.
 - Mayor Brainard will walk through downtown and also the historical walking tour. Objective is to hear his perspective on possible improvements, etc.
 - Mayor Brainard has transformed Carmel with a heavy emphasis on improving downtown, public safety, and taking care of their community.
 - Carmel: 2nd best place to live in U.S. & Safest Mid-Size City in U.S.
- Visit California, U.S. Travel Covid-19 Updates
 - Gateway cities (large, international traveler arrival cities) have not picked up yet: International travel to U.S. just opened on Nov. 8, 2021, and people are still cautious about travel.
 - Business/Meeting travelers are not traveling as much—they can meet on Zoom.
 - Rural regions are getting the visitors for the next 12-18 months.
 - Central Coast is the Number one visitor destination in the state.
 - CCTC plans to submit a request to Visit California for additional funding to encourage continued visitation to the central coast.

Staff Reports

- Visit Gilroy Executive Director October monthly report – report will be sent to board members upon receipt of the October STR report
- CWC Manager Gimenez - September and October monthly report
 - September sales: \$2600; October sales: \$2490; Quarter Sales: \$14,156 (July-Sept. 2021)
 - Saturday: our busiest day.
 - Best sales for quarter: 1. Gilroy Gardens tickets. 2. CWC products. 3. Casa de Fruta products.
- October Tourism & Community Engagement Coordinator Report: Madeline Martin
 - Attended DMA West Conference: DMOs are focusing on building partnerships with local organizations, such as businesses, Chambers of Commerce, restaurants, etc.
 - Staffed at Vine & Hops Stroll downtown.
 - Bay Area Travel & Adventure Show: 4,404 attendees; Distributed 1,252 pieces of collateral

- Most popular brochures: Christopher Ranch garlic recipes; Wines of Santa Clara Valley Map ; Road to Garlic Map and Taco Trail Map
- Edited the Visit Gilroy Map-will be going to print shortly
- Wrote first blog on dog-friendly visits to Gilroy—was split into three categories: Restaurants & Wineries; Hiking Trails & Parks; Places to Stay

Board Member Reports

- BM Decker: Attended conference in Nashville.
 - Made many connections.
 - Learned benefits of emerging small cities, methods of revenue growth from City Managers, and how to improve small towns based on case studies.
 - Currently exploring other applications for grants—lots of money out there.
- BM Hilton: City news:
 - Hired a new City Clerk-will start in Dec. He'll hire a deputy city clerk at a later date.
- BM Delorenzo: Gilroy City Golf Course
 - By Thanksgiving all paving of paths will be finished.
 - Planted 5 redwoods for Arbor Day ceremony at the Course.
- BM Cline:
 - Jeff Speno has replaced Tom Cline as the Garlic Festival Association President.
 - The GFA made money in the last year.
 - GFA will spend the next two months planning for 2022 festival.
 - BM Cline will have some numbers for the Board in December 2021.
- BM Olsen: CMAP
 - CMAP has started up classes again.
 - They are a full production house, can do a set or podcasts.
 - CMAP is hoping to do pop-ups at local businesses.
- BM Maciel: Gilroy Downtown Association
 - Businesses are doing things to bring people downtown.
 - Last main event for 2021 will be the Holiday Parade on December 4.
 - Will still have the Doggie Dress-up with free entry this year.
- BM Peoples: no report
- BM Sanchez: Fridays and Saturdays have returned to almost normal business.
 - Tuesdays and Wednesdays remain slow.
- BM McLoughlin: 2022 revenue is projected to be at 2019 levels for the Hilton Garden Inn.
- BM Turner: The Chamber looking to partner with the City of Gilroy and Visit Gilroy in a twelve month advertising campaign in the Silicon Valley Business Journal, hoping to start in January 2022 and do a 12-month campaign.
- BM Patel: Lots of inquiries for tours at the Best Western Plus Forest Park Inn.
 - Upgrading property in preparation for next year.

Next Visit Gilroy Meeting: December 16, 2021

Meeting adjourned: 9:27 a.m.