

Approved 2/24/22

Visit Gilroy

Board of Directors Meeting Minutes
Thursday, January 20, 2022

Zoom meeting called to order: 8:02 a.m. by Board Chair Vic Vanni

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, January 14, 2022, at 4:00 p.m. at the California Welcome Center Gilroy, 8155-6 Arroyo Circle Gilroy, CA 95020.

Roll Call:

- Board Members Present: Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Zach Hilton, Adam Sanchez, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Sara Lira, Brent Bonino, Michael Fulcher (8:12 a.m.)
- Board Members Absent: Jeanine Olsen, Tom Cline
- Staff Present: Executive Director Jane Howard, CWC Manager Pam Gimenez, Tourism & Community Engagement Coordinator Madeline Martin
- Guests: Jason Raby – Articulate Solutions

Public Comment: No public comment for all items on or not otherwise on the agenda.

December 2021 Google Analytics Report: Jason Raby reported

- Top Pages on website: homepage, 33 Things to Do, hotels, holiday parade.
- Users up 3% from November; down 37% over prior year. Reason could be we had Phase 2 of “Support Gilroy” campaign running the prior year, with ad dollars bringing traffic into the website.
- Top sources of traffic to the website: google organic, direct, and gilroygardens.com.
- Traffic: 65% mobile; 33% desktop. Compared to 2019: down 3% in users. Remove the Gilroy Gardens traffic, down 21%.
- Advertising: submitted 2022 Gilroy Summer Recreation Guide; PR content submitted to Visit CA and CCTC; CWC social media posts.
- Social Media-Instagram: 55% decrease in impressions from Nov. Had 17,000 in Dec. Facebook: over 60,000 impressions.
- VG Spice Guide: Plan to print in late Feb. and available for distribution in March.
- Added Dog-friendly Itinerary to Great Gilroy Getaways page on the VG website, using content from the dog blogs.
- Gilroy Dream Wedding Expo 2022 website launched with Save the Date info. vendor applications to download, and a place for brides to reserve tickets through Eventbrite.
- 2021 Strategic Marketing Plan results shared with the board. Goals were based on 2019 actual and reducing them by 25% (similar to Visit CA goal setting). Most of the goals were exceeded by 200% on website traffic with hotel page views up 990%. Only goal not met was Public Relations submissions due to the impact of COVID.



- Currently developing 2022 Strategic Marketing Plan. Articulate Solutions will work with ED Howard to develop a plan for Q1 and Q2. Developing a broad plan for Q3 and Q4.
- ED Howard added that we will continue advertising at Gilroy Premium Outlets with the window clings through mid-July 2022. Change of clings is planned for late February.

Consent Calendar: Approval of December 18, 2021, Board Meeting Minutes

RESULT:

APPROVED: 14-0

MOTION: Mark Turner

SECOND: Dave Peoples

Ayes: Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Zach Hilton, Adam Sanchez, Michael Fulcher, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Sara Lira, Brent Bonino,

Nays: None

Old Business

- CWC Gilroy Operations Update: GM Gimenez reported on new hours: Mon.-Sat., 10 a.m. to 4 p.m., Sun., 12-5 p.m.
- GEDP Initiatives Update: BM Turner: City staff has received the response to the term sheet submitted to the San Jose Sharks. 536 Plan: Negotiations between the City and County are ending soon. The County was concerned over connecting a trail through that area, which was the intent all along. Gourmet Alley: BM Decker: The City will be submitting a grant on Feb. 1, 2022. Many of the same items submitted under the EDA grant are eligible for the Clean Kelly Grant: under grounding of power, infrastructure improvements to Gourmet Alley and Railroad St., way finding signage, trash enclosures, lighting, etc. Ad-Hoc Committee meeting: Introductory meeting with three city council members present in addition to representatives from the GDBA.
- Visit California Destination Stewardship Planning Guide Update – tables

New Business:

- ED Howard: Approval of December 2021 Visit Gilroy Financial Reports:
 - Balance sheet continues to show strong cash position. Operations budget for first six months of fiscal year reveals a current profit of approximately \$46,000. 141% over budget goal for retail sales currently. Consignment ticket sales also above budget projections currently. TBID: calendar year budget ending December 31, 2021 shows a preliminary profit of approximately \$70,000. Awaiting final quarter report from the City of Gilroy to finalize carry forward amount for 2022.

Result:

APPROVED: 14-0

MOTION: Mark Turner

SECOND: Kurt Michielssen

Ayes: Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David McLoughlin, Zach Hilton, Adan Sanchez, Michael Fulcher, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Sara Lira, Brent Bonino.

Nays: 0

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Passes unanimously with two absences.

Amending Visit Gilroy Operating Reserve Fund Policy:

ED Howard has recommended increasing the reserves by \$50,000 from \$100,000 to \$150,000. The \$50,000 is from the operational side as a result of the PPP funds received in 2021 and unused local marketing funds. Following board member discussion the following action was taken – motion to approve the increase in the operating reserve fund policy to \$150,000.

Result:

APPROVED: 13-1

MOTION: Mark Turner

SECOND: Dave Peoples

Ayes: Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David Mcloughlin, Zach Hilton, Adan Sanchez, Michael Fulcher, Karine Decker, Don Delorenzo, Dave Peoples, Sara Lira, Brent Bonino.

Nays: Vic Vanni

BM: Howard: I will revise the document to show \$150,000 for reserve and transfer the funds in February, 2022.

Articulate Solutions Proposal—Completion of Website ADA Compliancy

Jason Raby: We completed about 90% of our ADA compliancy initially. There are two items left to be completed: the Event Calendar plug-in and the map plug-in. Those are pieces of software that go into the website from third party plug-ins. Current plug-ins won't work for those items. Proposal will include researching new plug-ins, install those, update the style to match our website, implement those, and set up tracking for them. Billing will be hourly - estimated 12-18 hours of work. Motion to approve up to \$2,000 to complete the project was made.

Result:

APPROVED: 14-0

MOTION: Dave Peoples

SECOND: Mark Turner

Ayes: Kurt Michielssen, Mark Turner, Nancy Maciel, Mike Patel, David Mcloughlin, Zach Hilton, Adan Sanchez, Michael Fulcher, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Sara Lira, Brent Bonino.

Passes unanimously with two absences.

St. Mary's Church Cemetery Project: BM Peoples requested the VG Board show support for maintaining the cemetery. Need a plan for ongoing maintenance. Chair Vanni suggested VG will send a letter saying they support the ongoing maintenance of the cemetery. ED Howard will collaborate with BM Peoples to write a letter to St. Mary's/City/Gilroy Historical Society/Chamber and will present it at the February board meeting.

Next Visit Gilroy board meeting is changed from Feb. 17 to Feb. 24, 2022.

New date for CMAP tour: tabled due to BM Olsen's absence

Staff Reports:

CWC Manager December Report and Q4 Report for 10/1/21-12/31/21:

Dec Report: CWC Manager Giminez reported that Dec. was very strong, with over 1,600 walk-ins. Top sellers: 1. California logo products. 2. Casa de Fruta products. 3. Wild Grove olive oils. Total gross sales: \$5,544.98, which is 205% of monthly budget. That put us at 141% of the overall budget. 4th quarter report: Busiest traffic days are Saturday, Sunday, followed by Friday and Thursday. Over \$11,520.54 in sales.

Tourism and Community Engagement Coordinator December Report

Madeline reported three new wine blogs were published in December. Worked with Bandwango, a marketing company, to create a proposal for a digital wine pass and presented it to the marketing coordinator for the Wineries of Santa Clara Valley. Distributed 1,135 collateral materials to our local hotels, including 305 new Visit Gilroy maps. Scheduled first two Wedding Expo Committee meetings, created updated vendor list with over 100 vendors; Ongoing: Chi from Articulate Solutions has prepared: a wedding web page, Save-the-date cards, vendor applications. Meeting bi-weekly, focused on vendor sign-ups next. Currently setting up appointments for the Go West Summit scheduled from Feb. 14-17, in Reno, NV. Top blogs: Winery ones, blog home page, and the county park blogs. Top sources: 1. Newsbreak app, 2. Google/organic searches, 3. Direct, 4. Facebook referral. Upcoming blogs: Gilroy Gardens, Historic Gilroy, and camping.

Visit Gilroy Executive Director December report: ED Howard will be sending out next week.

Board Member Reports:

BM Turner: Chamber of Commerce tracking legislation. 1. AB 1400: single-payer health care issue, which will require \$200 billion in funding. Opposing due to impact the taxes will have on business and individuals. 2. AB 257: Would create an unelected council that would dictate workplace policies independently of the legislature. Chamber opposes this. New ad in the Silicon Valley Business Journal—collaboration between Visit Gilroy, the Chamber, the Gilroy Economic Development Corporation, and the City of Gilroy. It is a year-long advertising campaign, promoting Gilroy as a place to do business. Every third week of each month for a year will have an ad. Alternate every other month between a 1 and a 2-page ad. The Chamber has discounted rates for getting the publication. Spice of Life Awards ceremony: March 26, 2022. Plan to hold it in-person, may rent movie theatre for it.

BM Hilton: City Council will be meeting virtually through March 31, 2022. Request for a proposal for the City for new software/video technology for the meetings—easier for public comment letters to be included in agenda packets. Hoping for update on way-finding signage next month. Historic Landmark Letter was sent as requested by VG for Hecker Pass trees on agenda for first quarter. City will be conducting a complete assessment of the Public Works Dept.

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BM Michielssen: Reported by next month he will have an update on the GEDC future operations.

BM Peoples: Asked if anyone knew of a new owner of the former Gilroy Bowling Alley.

No correspondences.

Meeting adjourned at 9:02 a.m.

Closed session of the Board:

Report out any action taken, if any, during closed session – none

Adjournment of Closed Session at 9:20 am