



Board of Directors Meeting Minutes
Thursday, April 21, 2022
Hilton Garden Inn

Meeting called to order: 8:08 a.m. by Board Chair Vic Vanni

Report on Posting of Agenda: ED Howard announced the agenda was posted on Friday, April 15, 2022, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA, 95020.

Roll Call: Kurt Michielssen, Mark Turner, Nancy Maciel, Mary Pastorini, Zach Hilton, Adam Sanchez, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Jeanine Olsen, Sarah Lira, Brent Bonino, Tom Cline, Luca Rutigliano.

Board Members Absent: Mike Patel, Michael Fulcher

Staff present: Executive Director Jane Howard, CWC Manager Pam Gimenez, Tourism & Community Engagement Coordinator Madeline Martin

Guests: Katherine Filice, Jason Raby, Articulate Solutions

Introductions and welcome to new board members present, Mary Pastorini representing Hilton Garden Inn and Luca Rutigliano representing CordeValle.

Public Comment

- No public comment.
- City Administrator Jimmy Forbis presentation regarding \$3.9 million Clean California Grant Award – carried forward to May 26, 2022, board of directors meeting

Jason Raby, Articulate Solutions:

- March 2022 Google Analytics Report & March Marketing Activities: Busy month on social media due to Gilroy Dream Wedding Expo 2022 & Gilroy Gardens opening. Website traffic: up 26% from Feb., up 33% over PY; Top traffic sources: google organic, direct, Gilroy Gardens website. Top pages: home page, 33 Things to Do, Hotels, Garlic Festival, and Gilroy Gardens. Mobile traffic: 65%. Advertising campaigns: *gmhTODAY* spring issue, spring/summer campaign with San Diego magazine (CCTC coop), 2022 Travel Guide to California, ad campaign in Canada, CA Road Trips ad, Visit CA and CCTC submissions, and Wedding Expo ads. Social media: 368% increase in impressions over Feb. (majority coming from Wedding Expo campaign); most popular IG post: Gilroy Gardens; most popular on FB: combo post for Wedding Expo & Gilroy Gardens. Updated 33 Things to Do on website, updating vendors on Celebrate page.

- 2022-1st Qtr. SMP Update & March Marketing Activities: Revised goals and updated messaging (2-year cycle), shown in 2022 Spice Guide. Digital influencer campaigns planned for Qtr. 2, 3, & 4. Goals met: Printed 2,500 new Spice Guides; finished ADA website work; submitted proposal for Visit CA grant; Newest change: X+Y=Z campaign. Qtr. 1 Metrics: Reached about 90% of 2022 goals (which were based on 2019 actuals), running about 15% to goal on website traffic. Dog Trekker will be added to our ad campaigns.
- Visit Gilroy Dream Wedding Expo 2022 Final SMP (Jason and Madeline shared): forty-three vendors, sold 322 tickets on Eventbrite, two hundred attendees—our projected goal, ninety-one bride bags; had strong media push to our landing page for the event; successful event for first one after the pandemic. Sponsors: CordeValle, Best Western Plus Forest Park Inn, and the Lodge on the Hill. Committee also included: Chi Nguyen from Articulate, Jasmina from the Best Western, and Char from the Lodge. Event Revenue: \$4240 +\$1,000 on account from 2020 cancelled event.

Consent Calendar: Approval of March 17, 2022, Board Meeting Minutes: MSC: Tom Cline and Don Delorenzo. Approved unanimously.

Old Business

CWC Gilroy Operations Update: CWC Manager Pam Gimenez reported April. Hours are Mon.-Sat.: 10 a.m.-5 p.m., Sun.: 12-5 p.m. Spectrum prepared infrastructure for internet installation at the CWC. Pam announced her plans to retire at the end of September 2022,

GEDP Initiatives Update: BM Turner reported Sharks Ice are completing their financial and legal due diligence before finalizing the Term Sheet with the City of Gilroy review. This will help speed up the project once the City Council approves it. 536 Plan: County cleared the plan to connect to the Bay Area Trail Project. Gourmet Alley: City of Gilroy approved for a \$3.9 million grant for this project.

BM Hilton reported the City Council approved \$3.2 million for a surface parking lot downtown. He commented eventually the city will need management for the parking lot. BM Turner added the parking lot could be multi-use: for events, etc.

BM Decker: Will meet weekly to produce a pilot program to help stimulate business development downtown and address the food vendors/mobile vendors.

President/CEO Succession Planning Committee Update: Chair Vanni reported 30-40 resumes were received by the search firm. Plan calls for selecting 4 to 5 finalists by April 29. The Committee will conduct interviews with each of the finalists on May 23, 2022, and make a recommendation to the Visit Gilroy board of directors at the May 26, 2022, board meeting

CWC Grant Application Update: No update available

New Business

Approval of March 2022 Financial Reports: ED Howard provided the board of directors details about the report and answered questions. MSC – Peoples/Olsen – approved unanimously.

New Board of Directors representative: BM David McLoughlin, former GM of the Hilton Garden Inn, submitted a formal letter of resignation effective immediately. Mary Pastorini, the Director of Sales and Marketing for the Hilton Garden Inn will now be the representative for the lodging property.

Board of Directors Nomination: Eric Gebhardt, Hampton Inn & Suites was recommended to rejoin the board of directors MSC – Turner/Hilton – approved unanimously.

Staff Reports

Visit Gilroy Executive Director March Report: ED Howard shared March lodging data with the board of directors. Howard reported she will be working with Articulate Solutions to pursue a way to report the cost of real-time numbers and a way to find out exactly who our visitors are, sharing the cost with Gilroy Gardens who is pursuing this.

CWC Gilroy Manger Report: CWC Manger Gimenez: Total gross sales: \$5570, \$3400 of that was from the Wedding Expo. Actual: \$1969. At 120% of annual budget, 78% of monthly goal; Visitors from sixteen countries. Many visitors from Germany in April. Items sold in March: 100. Collateral: 3,425 pieces. ED Howard pointed out that Visit CA is focusing their marketing on Canada and Mexico, who will be our top visitors for the near future.

Tourism & Community Engagement Coordinator March Report: Madeline reported: Writing: content for two Chamber “Business Focus” articles; Board minutes for February 2022; recent blog: “History Highlights in Gilroy.” Blog Analytics: **New users:** 401 (up 102% from 2021) **Top pages:** “History Highlights” blog homepage, “Camping” blog. **Top sources of traffic:** Newsbreak app, google/organic, direct, & Pinterest. Attending meetings and partnering with Chamber for Garlic City Car Show and the GDBA for the Wine Stroll. Distributed 750 pieces of collateral to our hotel partners (including 390 of our new Spice Guides.) ED Howard reported: Madeline will also be writing content for our monthly e-newsletter which will be sent to a database of approximately 35,000.

Board Member Reports

BM Lira: GPO is partnering with Gilroy Gardens and the Gilroy Bee Association to have a table at the outlets for Earth Day, April 22, from 12-3 p.m. speaking about water conservation and bees. New food outlets opening soon: Cornology & Cold Stone Creamery.

BM Sanchez: Restaurants in Gilroy still struggling. Downtown activity has been slow for the past month.

BM Delorenzo: Events at the golf courses are returning including tournaments, adult and youth leagues, and high school golfers. May start outreach program in fall to local underprivileged youth.

BM Olsen: Invitation to do a Community Spotlight spot. Some have already been posted on their website and social media.

BM Peoples: reported on the Quilt Show scheduled for May 7 at the I.F.D.E.S. Hall.

BM Cline: Reported there will no longer be a large-scale Garlic Festival. Will have smaller events moving forward. Plans call for a 2nd Annual Golf Tournament on June 24, a concert with KRTY at Clos la Chance Winery on July 13, and a farm-to-table dinner in Sept. Board of directors revised the Garlic Festival Association by-laws for the first time in 43 years.

BM Decker: An ad-hoc committee for Gourmet Alley and downtown will discuss some new initiatives that will help spur development downtown.

BM Michielssen: The Board of Directors for the Economic Development Corporation voted to dissolve the corporation during their April meeting. An attorney will be overseeing the process.

BM Turner: April 22nd the Legislative Summit is scheduled, and all the regional elected officials will be participating. On May 3rd at 6 p.m. at the Elks Lodge, the State of the City address, six speakers, speaking about the city, agriculture, tourism, education, and business. New England trip in fall is being offered for the dates of October 2-8, 2022.

BM Hilton: reported on new mural on 6th Street Studios & Art Center, funded by Blue Shield, part of a statewide campaign to do a mural in nearly every county promoting healthy and active cities. City of Gilroy is hoping to hire a GIS coordinator to implement a GIS system. This interactive technology would create a map with “layers” that allow specific items added to a layer. The city would use it for public work orders in. By using Measure B Educational Encouragement funds, the City could add other layers for specific things, such as: bike racks, art stations during an art walk downtown, etc. May is “Bike Anywhere Month” and on May 20, from 4-7 p.m., Gilroy Gardens will be open for bicyclists.

BM Bonino: Busy planting for summer and fall.

BM: Pastorini: Booking a lot of block rooms now for wedding, approx. 4-5 groups per weekend, mostly for June-Sept. 2022. Has two international tour companies out of Tel Aviv, former clients, who are starting to book smaller groups, three a month from June-Sept. 2022.

Next meeting re-scheduled to Thurs., May 26, 2022.

Meeting adjourned at 9:25 a.m.