



Board of Directors Meeting Minutes
Thursday, February 24, 2022

Meeting called to order: 8:04 a.m. by Board Chair Vic Vanni.

Report on Posting of Agenda: ED Howard announced the agenda was posted on

Saturday, February 19, 2022, at 5 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, David McLoughlin, Michael Fulcher, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Tom Cline, Sara Lira (8:10 a.m.)

Board Members Absent: Adam Sanchez, Jeanine Olsen, Brent Bonino, Mike Patel, Zach Hilton.

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.

January 2022 Google Analytics Report & Marketing Activities:

- Top pages on website: homepage, 33 Things to Do, hotels, and Gilroy Garlic festival.
- Top traffic sources: google/organic, direct, Facebook, and Gilroy Gardens.
- 75% increase in users from 2021; 13% increase in sessions.
- Down 14% from 2019 in users; down 13% in sessions from 2019.
- Advertising: free Dreamscapes ad—linked to the Travel Guide to California. CCTC Visitors Map photo. New window clings in Building A: one for the CWC and one promotes the Taco Trail.
 - Expedia report: \$10,000 for VG, Visit CA & Expedia matched \$10,00. Impressions: 746,000; 716 clicks on 2 properties; booked 457 room nights=\$61,700 gross sales. 6.2 % return.
- Social media: about 30% increase in impressions compared to Dec. 2021.
- Almost finished with the Spice Guide edits, and then it will go to print.
- Gilroy Dream Wedding Expo 2022: the advertising is scheduled and getting approval. Ticket sales are coming in.
- ADA second portion completed: Event Calendar is done. Google maps removed from website.

Consent Calendar: Approval of January 20, 2022, Board Meeting minutes: Approved unanimously.

RESULT: 11-0

MOTION: Kurt Michielssen

SECOND: Mark Turner

Old Business

- CWC Gilroy Operations Update: Internet provider update from ED Howard. Board approved a new internet provider in July of 2021: Frontier. The project manager did not follow through or turn in paperwork due in October 2021. New goal: Find another option for an internet provider. Other possible options: Spectrum, Etheric, Wave are some possibilities. Will do research and come back with more in a month or two.
- CWC GM Gimenez reported current CWC hours are M-Sat, 10 a.m. to 4 p.m., Sun: 12-5 p.m. These hours will continue through March, and we will re-visit hours in April. Walk-in traffic is slow which is typical for this time of year.
- GEDP Initiatives Update: BM Turner reported City Council is going through the term sheet from the Sharks. Gourmet Alley: the ad-hoc committee meeting in March-Turner and ED Howard were asked to participate. BM Decker: Hoping to the Sharks Ice term sheet presented to Council by first meeting in March meeting.
- Visit California Destination Stewardship Planning Guide Update-Item is tabled

New Business

- Application for Visit Gilroy Board Membership: Luca Rutigliano, Managing Director of CordeValle
 - Result:
 - APPROVED: 11-0
 - MOTION: Tom Cline
 - SECOND: Mark Turner
- Go West Summit Report: GM Gimenez attended the Summit in Madeline's place. Originally 43 appointments scheduled, with mostly tour operators and some media. Gimenez met with 37 appointments in 2 days – 12-minute appointments. Many international places represented: India, many from Peru, Argentina, Czech Republic, Germany, Belgium, etc. We made some good contacts. Madeline will do the follow-up. Big interest in: Pinnacles National Parks, garlic, Garlic Festival.
- Outlook Forum & CWC quarterly meeting report:
 - Outlook Forum: ED Howard reported on her attendance at this forum in San Francisco – 600 attended. 12 VCA international representatives in attendance.

- CWC Quarterly Meeting: They will be holding open house events at the Welcome Centers throughout California. CWC Gilroy is scheduled for 9/20/22. The goal: to bring our community partners together to celebrate the CWC and collaborative opportunities. The Welcome Centers are being given the opportunity to submit an RFP for \$15,000 in funds from Visit CA as a grant for an “experience” at the Center. The grant will cover labor, vendor fees, supplies, and marketing. The RFP is due by April 1, and will be awarded on April 11, 2022, and implemented by June 30, 2022. ED Howard requested a thumb’s up from the Board to pursue this. GM Gimenez will lead the project.
- St. Mary’s Church Cemetery Project: BM Peoples: Since delving into this project, lots of information about the cemetery is becoming known. BM Peoples is meeting with Steve Habing as they may have some old headstones. Identified six community stakeholders and some people from City of Gilroy who are interested in the history of Gilroy and helping with this project. Once a complete list of recipients for ED Howard’s letter is ready, BM Peoples will notify her and then we can proceed with the letter.

Staff Reports

- Visit Gilroy Executive Director January Report: ED Howard shared the January Smith Travel Report/STAR report. BM McLoughlin shared that what is most important to hotels is Rev-PAR – revenue per available room.
- CWC Gilroy Manager Report, GM Gimenez:
 - 848 walk-ins in Jan.
 - Gross sales: just over \$2100.
 - At 84.5 % of budget; overall budget: 133%.
 - It was slow in Jan. and has been in Feb. so far.
 - Top sellers: CWC, Casa, and Gilroy logo items.
 - 17 international countries represented amongst Jan. visitors.
 - 115 retail sales for Jan.
 - Deliverables: 1,000 pieces of collateral.
- Tourism & Community Engagement Coordinator January Report, Madeline:
 - New blogs: 1. “The Arts are Alive in Gilroy: A Guide to Gilroy’s Art Galleries, Murals, and More. 2. “It’s Showtime: A Guide to Live Entertainment in Gilroy.”
 - Blog analytics: 712 new users.
 - Top blogs: “...Live Entertainment...,” “The Arts are Alive in Gilroy...,” “Mount Madonna...,” and “Santa Clara Wineries: Diverse Geography.”
 - Top sources of traffic: Facebook referrals, google/organic, and direct.
 - Wedding Expo: Emailing potential vendors, committee meetings, partnered with Articulate Solutions to work on our materials and advertising, and launched our wedding event page, which includes a vendor application and link to get tickets to the event. Distributed over 500 Save the Date cards.
 - Distributed collateral to our hotel/RV partners.

- Go West Summit: Wrote some content for our “One Sheet” and scheduled 43 appointments, now concentrating on follow-up.
- Other Collaborations: Attended Promotions Committee for Gilroy Downtown Business Association meeting; Zoom meeting with Stacy of the Wineries Association to discuss a digital paid tasting pass for wine tasting.
- Ongoing: Feb. blogs-Gilroy Gardens and camping.

Board Member Reports:

- BM McLoughlin announced he had accepted a position in downtown San Francisco as a General Manager.
- BM Cline announced there will be some news on the 2022 Garlic Festival in a week or so.

Adjourned: 9:02 a.m.

Closed session:

Board Action:

Unanimously approved salary amount of \$100,000 with health insurance benefits and negotiable vacation time for job posting to fill Executive Director position

Unanimously approved changing title from Executive Director to President/CEO for job posting to fill Executive Director position

Closed session adjourned at 9:40 am.