



Board of Directors Meeting Minutes
Thursday, March 17, 2022

Meeting called to order: 8:03 a.m. by Board Chair Vic Vanni

Report on Posting of Agenda: ED Howard announced the agenda was posted on Wednesday, March 9, 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, Mike Patel, Zach Hilton, Michael Fulcher, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Brent Bonino, Jeanine Olsen (8:14 a.m.)

Board Members Absent: Adam Sanchez, David McLaughlin, Sarah Lira, Tom Cline

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

Guests: Jason Raby, Articulate Solutions

Public comment: No public comment

February 2022 Google Analytics Report & Marketing Activities-Articulate Solutions: Website traffic: Strong Feb.-over 6,000 visitors, 60% increase over 2021, 6% increase over Jan. Top pages: 33 Things to Do, Homepage, Camping Blog (733 visitors from Newsbreak app), Hotels. Top sources: google/organic, direct, Newsbreak app. Up 14% over 2019. Advertising: Wedding Expo ads; Two new window clings at the Outlets-CWC & Taco Trail; *gmhTODAY* ad; ads in May & July issues of the *San Diego Magazine*; CCTC Visitors Map ad and CCTC Pinterest ad; ad in *2022 Travel Guide to California*-80,000 copies in 12,000 retail locations, airport lounges, and AAA offices. Ads for Wedding Expo in *Gilroy Life & Morgan Hill Life*, and *San Jose Spotlight*. Social media: 22% down in impressions. Finished the Spice Guide-2,500 copies.

Consent Calendar: Approval of February 24, 2022, Board Meeting Minutes and Financial Reports: Approved unanimously. Motion to approve: Kurt Michielssen; Second: Mark Turner. Approved unanimously.

Old Business

CWC Gilroy Operations Update: CWC Manager Gimenez reported slow numbers in March. Welcome Center will expand hours in April: Monday-Saturday-10 a.m. – 5 p.m., Sunday-12-5 p.m.

GEDP Initiatives Update: BM Turner reported Sharks Ice still working on Term Sheet. 536 project cleared the SLA (Surplus Lands Act); Gourmet Alley: City of Gilroy received a Caltrans Clean California \$3.9 million grant. BM Decker: Reported funds will be used to renovate/beautify Gourmet Alley and Railroad St. for greater public access (more pedestrian and bike-friendly.) Will also include clean-up days and an anti-littering campaign. Project completion date per the grant is June 30, 2024.

Succession Plan Committee Update: Chair Vanni reported the job description and posting for President/CEO position was included in agenda packet. Plan is to close the search for candidates by April 29, 2022, conduct interviews of finalists and have a candidate to recommend to the board of directors by the end of June 2022.

New Business

Board of Directors Update: Mary Pastorini has agreed to represent the Hilton Garden Inn on the board of directors following the announcement David McLaughlin will be leaving the Hilton Garden Inn for a new position in San Francisco. Eric Gebhardt from the Hampton Inn & Suites is interested in rejoining the board of directors in May 2022.

City of Gilroy Lodging Report-Qtr. ending 12/31/21: Report was reviewed by board of directors.

Visit Gilroy's 2021 TBID Presentation to the Gilroy City Council: Scheduled for April 18, 2022.

St. Mary's Church Cemetery Project: BM Peoples provided a list of potential influencers and supporters Visit Gilroy/ED Howard will send a letter to encouraging support and preservation of the cemetery.

Staff Reports

Visit Gilroy Executive Director February Report: ED Howard will send monthly report to board members next week. ED Howard is meeting bi-weekly with Michelle Carlen from Alignment Advising who is leading the President/CEO search.

CWC Gilroy Manager February Report: 597 walk-ins. 15 international countries represented, retail sales to date is 125% of annual budget. Top sellers: Welcome Center items, Casa de Fruta products and olive oil and vinegars. Delivered 1,555 pieces of collateral. CWC Grant Proposal: Visit Gilroy is submitting a proposal for a \$15,000 grant from the California Welcome Center. Proposal is due April 1, 2022 featuring virtual reality experiences in Gilroy.

Tourism & Community Engagement Coordinator Report: Madeline published 2 new blogs: "Gilroy Gardens: Where Fun Grows on Trees" & "A Guide to Camping in and around Gilroy." Blog Analytics: Top pages-A Guide to Camping in and around Gilroy, Gilroy Gardens Family Theme Park, blog page, and Mt. Madonna County Park. Top sources: Newsbreak app (733 sessions), google/organic, direct, and Pinterest referral. 917 new users, 370% increase from 2021, 29% over January. Current tasks: Follow-up of Go West Summit leads. Preparations for the Gilroy Dream Wedding Expo: meetings, currently 270 reserved tickets-passed goal of 200, 42 vendors, ads coming out (*Gilroy Life*, *Morgan Hill Life*, *The San Jose Spotlight*, google ads, Pinterest, social media ads.)

Board Member Reports

BM Turner: Chamber of Commerce of Spice of Life Awards at CineLux Theatre Gilroy on March 26.

BM Maciel: Downtown events are starting again. April-Garlic a Palooza, Health Fair. Other events in 2022: Wine Stroll-June 4, Craft & Vendor Fair and Downtown Live Music Series.

BM Delorenzo: student golfers are back; number increased greatly so they are hosting the high school golfers on different days at different courses. Tournaments returning: Gilroy Police Foundation, Garlic Festival. Leagues are back.

BM Patel: Hotel occupancy is slowly increasing. Sports teams booking again. Thursday is the new Friday for weddings, getting bookings on Mon-Wed. Group tours not returning yet. Doesn't think gas prices will affect travel too much. People are expecting to pay old hotel prices, even though everything else has gone up. New trends in hotels include not receiving daily housekeeping service unless requested & budget motels no longer offering breakfast.

BM Hilton: City Council meeting in person again. Meeting software includes live video feed, better hi-definition quality, and public link to write in a comment. Public Health received a \$2.5 million grant for active transportation - based on healthy and active safe cities, for education and encouragement. This will help connect people to neighborhood parks, civic centers, libraries, etc. and launches in June 2022.

BM Fulcher: Gilroy Gardens is opening on March 26-Gilroy Appreciation Day; March 27-opening day for the general public. 70% staffed.

BM Decker: Attended a conference in Monterey March 8-9. Learned the retail trend is e-commerce and will continue following the pandemic. Grocery stores are adding food storage areas in the back for e-shoppers. Joined SVEDA (Silicon Valley Economic Development Alliance) whose members meet monthly and share ideas/best practices for accomplishing goals. Micro grants are available for small businesses from state of California.

BM Peoples: presented information about St. Mary Church cemetery.

BM Olsen: CMAP is offering a Community Spotlight series which includes a free 30 sec.-2 minutes segment. Individuals can share what your organization does for the community and how it impacts others in a positive way. These segments will be posted on social media channels.

ED Howard reported research is being conducted to pursue a new internet provider for the CWC Gilroy.

Board meeting adjourned: 9:24 a.m.

Next board meeting scheduled for Thursday, April 21, 2022 at 8 a.m.