



Board of Directors Meeting Minutes
Thursday, May 26, 2022
Hilton Garden Inn
Gilroy, CA

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, May 20, 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, Karine Decker, Don Delorenzo, Vic Vanni, Dave Peoples, Jeanine Olsen, Brent Bonino, Tom Cline, Luca Rutigliano, Eric Gebhardt

Board Members Absent: Mike Patel, Zach Hilton, Adam Sanchez, Sarah Lira, Michael Fulcher

Staff present: Executive Director Jane Howard and Tourism & Community Engagement Coordinator Madeline Martin.

Guests: Jason Raby and City Administrator Jimmy Forbis

Public Comment: Jimmy Forbis, City Administrator

- \$3.9 million Clean California Grant Award: Area will be: 4th-7th Street on Gourmet Alley & Railroad St. Goal: To reduce waste and debris & to beautify public space. Projects: enhance paving and lighting and signage, shade trees, drought-tolerant plants, improving waste collection, places to lock bikes, places to sit, provides development for future downtown activities, infrastructure projects-utilities, cleaning up, improved storm drain systems, new trash enclosures & receptacles, and "Keep Gilroy Clean" anti-littering campaign. Must be completed by June 30, 2024.
- Downtown parking lot: expect a parking management program.
- GEDP Updates: Gourmet Alley: Bid documents are being created and will go out for bid soon. Project will probably begin in the fall. Hecker Pass Gateway: Received letter from state saying the City has complied with surplus land tax. Currently talking with a vendor, may enter exclusivity negotiating agreement soon. Sharks Ice: Hoping to have the Sharks representatives approve by June 20. CA Welcome Center sign update: one sign on Hecker Pass repaired and just received approval from Caltrans to install sign on Hwy. 101.

Jason Raby, Articulate Solutions:

- April 2022 Google Analytics Report & April Marketing Activities: Website: Users up 19% over March; down 59% over PY, however April-June there was a large digital campaign funded by the City driving lots of traffic. Top sources of traffic: Google organic, Gilroy Gardens website and Direct. Top pages: homepage, 33 Things to Do, Hotels, Gilroy Gardens and Event Calendar. Mobile users up to 67.3%. Advertising: *gmhTODAY* summer issue article and CCTC Pinterest ad campaign, Digital campaigns: Garlic City Car Show & the GDBA Wine Stroll. Canadian advertising with Manor House: digital ads, editorial, and a video. *Food & Travel* magazine: 2-page ad spread, 3 pages of editorial in summer issue with bonus spread in fall issue. Renewed contract for 2022 ad campaign with Dog Trekker - starts in June. *San Diego* magazine summer ad. *The Dispatch* Explore Visitors Guide ad. Restarted Visit Gilroy monthly e-newsletter, emailed to 33,600 people. 29% open rate for May newsletter - average is 20%. Submitted PR content to CCTC and Visit California. Social Media: slight decrease in impressions from prior month—expected after very strong in March for the Wedding Expo. Nearly 100,000 impressions. Popular post: camping.

Consent Calendar: Approval of April 21, 2022, Board Meeting Minutes: MSC: Don Delorenzo / Tom Cline. Approved unanimously.

Approval of May 2022 Financial Reports: MSC - Don Delorenzo/ Tom Cline. Approved unanimously.

Old Business

CWC Gilroy Operations Update: ED Howard reported for CWC Manager Gimenez: Interested in how Memorial Day weekend will look for retail sales and visitors. Saw a slow-down for a few weeks at the initial rise in gas prices. Seeing more international visitors, particularly Germans since they lifted some travel restrictions.

CWC Gilroy Grant Application Update: ED Howard reported the grant was resubmitted for a second time, with some modifications. Awaiting decision.

Status report on Spectrum internet installation at CWC Gilroy: completed successfully with much improved internet speed.

New Business

- City of Gilroy Draft Agreement for Services: Chair Vanni reported City Administrator Jimmy Forbis, along with ED Howard's assistance, has drafted an agreement. The draft document is a five-year contract with the City of Gilroy stating Visit Gilroy will be funded by the City of Gilroy to operate the California Welcome Center Gilroy and provided advertising and marketing services as detailed in the Scope of Work. In addition, Visit Gilroy will serve as an economic development partner for the City of Gilroy. City Administrator Forbis shared the Agreement will benefit the City and Visit

Gilroy as it will detail their roles and responsibilities in writing. He also shared the Agreement will give Visit Gilroy an increased annual fun from \$300,000 to \$350,000 effective July 1, 2022 with annual CPI increases for the remainder of the agreement. Document will be presented to the City Council on June 6, 2022 for action. MSC: Don Delorenzo/ Eric Gebhardt. Approved unanimously.

- Visit Gilroy/CWC Gilroy—FY 22/23 draft budget—continued to June board meeting.
- City of Gilroy Lodging Revenues Report—Q 1 2022: ED Howard reported Jan-Mar 2022, exemptions came in at about \$170,000, TBID assessment was about \$64,000. City administrative fee is \$1288, and Visit Gilroy received \$63,153.
- Board of Directors Nomination: Chantelle Mace of Calerrain Wine and Vice Chair of the Wines of Santa Clara Valley. MSC: Mark Turner/Jeanine Olsen. Approved unanimously.
- Visit Gilroy board of directors' officers FY 22/23: Kurt Michielssen, incoming board chair effective July 1, 2022 is looking for board members to serve on the executive committee.s
- CCTC Annual Planning Session Report: ED Howard shared notes in the packet from the Planning Session including the twelve new realities of tourism. She also noted the partnership with the CCTC presents beneficial marketing opportunities for Visit Gilroy.

Staff Reports

Visit Gilroy Executive Director April report: TOT tracking at 20% higher than prior year.

CWC Gilroy Manager Report: ED Howard reported for CWC Manager Pam Gimenez the CWC is about 116% over budget YTD on retail sales. Increase in international visitors, led by Germany, Mexico, & Canada. 852 pieces of collateral distributed.

Tourism & Community Engagement Coordinator Report: Madeline reported on re-launching of monthly e-newsletter with a focus on making memories with families. Wrote "Bicycling in and around Gilroy" blog and "May 2022 in Gilroy: Moms, Moments, & Memories" blog, turned into "Spring into Summer" blog after Mother's Day. Blog Analytics: 825 new blog visitors, 106% increase over PM, & 295% increase over PY. Top pages: Bicycling blog, Blog page, Camping blog, and Mt. Madonna County Park. Top sources: Newsbreak app, Google/organic, Facebook, and direct. Madeline reported on partnerships: supporting the GDBA with marketing/promotion of the Wine Stroll and the Chamber of Commerce's Garlic City. Report on Bay Area Travel & Adventure Show: attendance less on Saturday compared to Sunday, numerous inquiries about the future of the Garlic Festival, and top handout was the Spice Guide.

Board Member Reports:

BM Olsen: Having a tour of the CMAP facility with pizza today. Invitation to participate in the Community Spotlight—a 30-sec-2 min. segment where locals can share about something they/their organization is doing that benefits the community.

BM Gebhardt: Memorial Day weekend will be the kick-off to the summer season. Expecting a solid summer season.

BM Maciel: Two events coming up: Wine Stroll on June 4, 1-5 p.m., 19 wineries, tickets sold at Eventbrite or at CWC and the Downtown Live Summer Music Series begins June 16.

BM Lutigliano: Cordevalle is staying very busy. People continuing to spend money.

BM Turner: Garlic City Car Show coming up June 18, 10 am. to 4 p.m., downtown Gilroy. Expecting 5-7,000 to attend. Priority for the year: working with Gavilan and GUSD and other organizations on a Workforce Development Initiative.

BM Bonino: busy planting right now. Gearing up for the fall.

BM Pastorini: looking at a great summer and good fall. Under new management—Aimbridge Hospitality—beginning June 1 (same ownership.)

BM Delorenzo: In June Gilroy Golf Course will have the Police Tournament (sold out) and the Garlic Festival Tournament. First Tee (youth golf group, 6-17 years old) had their first chapter championship at Gavilan Golf Course; they will have three classes for the summer. Hosted St. Catherine's PE class for golf.

BM Cline: The Garlic Festival Association is hosting a Golf Tournament on June 24 (sponsorships and tickets available) and a concert at Clos la Chance with KRTY on July 13. Working on a Farm-to-Table dinner in Sept.

BM Michielssen: Congresswoman Zoe Lofgren wants to meet with the EDC on June 1 to learn how the business community has been impacted by COVID and how she and the federal government can help.

BM Decker: The Ad-hoc committee meets monthly to discuss ways to address the opportunities and challenges facing downtown. Decker belongs to the Silicon Valley Economic Development Alliance, a group of other economic development managers from other bay area cities who meet monthly to share policies, projects, and best practices.

BM Peoples: Old St. Mary's Cemetery update: ongoing vegetation clean-up almost complete, a Rotary group helping. Need to redirect the walkway, put in six years ago,

which goes over two graves. Known gravesites are now staked. May attempt to get historical status.

Correspondence - None

Adjournment of regular Board of Directors Meeting: 9:16 a.m.

Closed session convened at 9:25 am – discussion of Visit Gilroy President/CEO interviews and Succession Planning Committee recommendations:

Board chair Vanni reported on SPC activities to date and recommended two candidates for consideration. Following discussion board members supported moving forward with negotiating with both candidates for the position.

Closed session adjourned: 10:00 am