



Board of Directors Meeting Minutes
Thursday, June 23, 2022
Hilton Garden Inn

Meeting called to order: 8:01 a.m. by Board Chair Vic Vanni

Introduction of Chantelle Mace from Calerrain Wines as a new board member representing the Wineries of Santa Clara Valley.

Report on posting of agenda: ED Howard announced the agenda was posted on Friday, June 17, 2022, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Kurt Michielssen, Mark Turner, Mike Patel, Mary Pastorini, Adam Sanchez (left at 9 a.m.), Michael Fulcher, Karine Decker, Vic Vanni, Dave Peoples, Jeanine Olsen, Sarah Lira, Tom Cline.

Board Members Absent: Nancy Maciel, Zach Hilton, Brent Bonino, Don Delorenzo

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

Guest: Jason Raby

Public comment: No public comment.

May 2022 Google Analytics Report & May marketing Activities—Articulate Solutions: Jason Raby reported the website traffic had 57% increase in users over PM, 58% decrease from PY 2021—when we had a large, city-funded campaign. Top traffic sources: Google organic, Gilroy Gardens, Google ads for Wine Stroll & Car Show, Hotels. Top pages: Homepage, Hotels, 33 Things to Do. Mobile traffic: 72%. Desktop: 25%. Advertising: Submitted ads for *Food & Travel* Magazine—ads, social media, and video posts for summer and fall issues. Dogtrekker campaign submitted—e-newsletter, website. In *Gilroy Dispatch Explorer*: strip ad at top of front cover. Visit CA. Car Show ads—638,000 impressions, over 7,500 clicks to the event. Wine Stroll: 258,000 impressions, over 3,000 clicks. Influencers are scheduled for summer & fall. Social media: 105% increase in impressions over PM, 3% increase in followers; Top posts: 1. Car Show—over 1 quarter million impressions on FB. 2. Water Oasis Opening Day (Gilroy Gardens).

Consent Calendar: Approval of May 26, 2022, Board Meeting Minutes and the May 2022 Financial Reports: Approved unanimously. Motion to approve: Mark Turner. Second: Dave Peoples.

Old Business

CWC Gilroy Operations Update: CWC Manager Gimenez reported the CWC has had lots of international traffic and great sales. Hours remain the same: Mon-Sat: 10 a.m.-5 p.m., Sun: 12-5 p.m.

CWC Grant Application Update: Still in consideration, delays in process of obtaining the financials. Confirmed our CWC Open House for August 24, 2022.

GEDP Initiatives Update: Chair Vanni shared the City Council approved the Term Sheet for Sharks Ice. BM Decker reported construction will begin soon on the Egleberry & 7th St. parking lot.

New Business

Visit Gilroy/CWC—FY 22/23 Draft Budget: ED Howard presented the draft budget and answered questions. Following board discussion motion to approve: Kurt Michielssen, Second: Mark Turner. Approved unanimously

Visit Gilroy Board of Directors' Officers-FY 22/23: New Board Chair: Kurt Michielssen, Vice Chair: Eric Gebhardt, Treasurer: Karine Decker, Secretary: Tom Cline, Past Chair: Vic Vanni. Approved unanimously. Motion to approve: Dave Peoples. Second: Jeanine Olsen

CWC Gilroy Manager recruitment plan: CWC Manager Gimenez plans to retire on September 30, 2022. Recruitment for the position will begin in late July. Job description will be reviewed and revised prior to posting position.

By-laws Review and proposed amendments: Chair Vanni pointed out two of the five designated seats on the Board are in question: the EDC will likely be dissolved, and the Garlic Festival Association's role may change soon. May need to amend the bylaws in a future meeting. Will vote next month to approve the change of the title "Executive Director" to "CEO/President."

CWC Gilroy New Vendor Approvals: 1. Kane and Ruby (they make "Locally Grown" products, such as t-shirts, totes, and baby and kids' clothes with a garlic logo and "Locally Grown" written on them. 2. Info Power Communication—Larry and J. Chris Mickartz, for a Gilroy Garlic Festival Playbook, a large, hard-back book with photos and stories of past Garlic Festivals. Both new vendors approved unanimously. Motion to approve: Mark Turner, Second: Dave Peoples

CWC Gilroy New Vendor Renewals-FY 22/23: All vendors except two we lost: Debbie Davis/Chic to Reek and SakaBozzo, no longer printing products. Approved unanimously. Motion to approved: Dave Peoples, Second: Mary Pastorini

Visit Gilroy Board of Directors Meeting Dates-FY 22/23-in board packet

Staff Reports

Visit Gilroy Executive Director May report: ED Howard reported on increasing occupancy, ADR, and RevPAR, tracking to date 25% higher on TOT over prior year.

CWC Gilroy Manager May Report: Visitors represented 25 different countries in May. June sales have been increasing. Still at 114% of budget. May gross sales: \$2,359.57. Top sales: CWC products. Total of 118 sales. 165 pieces of collateral distributed.

Tourism & Community Engagement Coordinator May Report: Revised Mother's Day blog into a "Spring into Summer" blog. Wrote recent blog: "Intriguing History + Creative Cuisine = Dining Through Time in Gilroy." Wrote Chamber "Business Focus" newsletter and content for our monthly e-newsletter re-launched in May. Blog analytics: 533 new users. Top pages: Garlic Bread Recipe, Mt. Madonna County Park, blog homepage, and bicycling in and around Gilroy. Top sources of traffic: Google/organic, Direct, Newsbreak app. Participated in the May 2022 Bay Area Adventure & Travel Show, joined by a representative from the WSCV. Used a lead-capture tool to scan peoples QR codes for leads. From scanned and paper leads, we had 236 leads. Gave out 661 pieces of collateral. Top collateral: Spice Guide, WSCV, Taco Trail, & Road to Garlic. Gave out \$500 raffle prize, with many of the items contributed by the GPO. Most frequent comment/question of guests: what was happening with Garlic Festival/sad the big event was not happening. Wrote descriptions for and added our new Wedding Expo vendors to our "Celebrate" webpage. Participated in Wine Stroll and Garlic City Car Show committees & Concessions booth at the Car Show.

Board Member Reports:

BM Turner reported the Garlic City Car Show had 225 vehicles, 20 vendors, and around 5,000 attendees.

BM Lira: Just celebrated the first National Outlet Shopping Day. Gave out gift cards, bags, etc. New stores coming: Ariat Work in Building A, Cornology and Cold Stone Creamery to open in Building C.

BM Pastorini: Staying busy, gearing up for arrivals for the Gilroy Rodeo. The group Discover America, from Israel, is returning with group stays, with 17 groups booked from now-October.

BM Mace: The new WSCV maps are out. Participating at Mountain Winery, Oct. 23, to get more exposure up north. The Board is interested in an electronic wine pass for the future. Also working on the formation of a WBID.

BM Peoples: Sales improving recently at his location.

BM Fulcher: Gilroy Gardens is open daily currently. Attendance has been great in May and early preparing for the 4th of July weekend. Working on a summer campaign with Articulate Solutions.

BM Patel: Bookings are picking up for summer. Getting interest in tour groups booking for next year. Staffing continues to be a challenge.

BM Lutigliano: Staying busy with guests. Struggling to find staff. Booking windows are short.

BM Olsen: Still seeking an Office Manager. Still doing the Community Spotlight. Interested in working with wineries. Co-working space is available.

BM Cline: The Golf Tournament is sold out. Tickets are on sale for the KRTY Gilroy Rodeo Concert Night at Clos la Chance. The September Farm-to-Table dinner might be at Gavilan. Working on doing some grants/payouts to the schools from the three GF events.

BM Decker: Grateful for Mark, Jane, and everyone else who helped get the City Council to approve the Sharks Ice Term Sheet. The City Council approved the Charter amendment to go on the Nov. ballot. It would allow us to do design-build contracts together and to get them done more quickly. The Charter has not been amended since 1960. There will be a time-lapse camera that will be online, and viewers can see progress on projects and construction.

BM Michielssen: The EDC is now meeting quarterly and partnering with the Chamber for most of their economic development work. BM Turner shared Chamber staff are working with the city to assist two downtown tap rooms with their openings and the data center and distribution center with their progress, as they are waiting on an EIR to be completed.

Correspondence: Succession Planning Committee Update: Chair Vanni reported the first two candidates for the President/CEO position declined the position. Second round of recruitment has begun.

BM Peoples: Seeking host families for Italian teenaged students for three weeks in August.

Adjournment of regular Board of Directors meeting: 9:15 a.m.