



Board of Directors Meeting Minutes
Thursday, August 18, 2022
Hilton Garden Inn

Call to order: 8:01 a.m.

Report on posting of agenda: ED Howard announced the agenda was posted on Saturday, August 13, 2022, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Kurt Michielssen, Mark Turner, Adam Sanchez, Don Delorenzo, Vic Vanni, Dave Peoples, Jeanine Olsen, Sarah Lira, Tom Cline, Eric Gebhardt, Chantelle Mace, Mike Patel (8:04 am.), Nancy Maciel (8:06 a.m.)

Absent: Mary Pastorini, Zach Hilton, Michael Fulcher, Karine Decker, Brent Bonino, Luca Rutigliano.

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

Guest: Katherine Filice

Public comment: No public comment.

July 2022 Google Analytics Report, SMP Update-Qtr. ending 6/30/22 & July Marketing Activities-Articulate Solutions: Katherine Filice: Traffic down over June due to Car Show and Wine Stroll ads. Remained very flat against PY. Top traffic sources: Google organic search, Gilroy Gardens, Google ads. Top pages: Homepage, Hotels, 33 Things to Do, Garlic Festival. Influencer update: In July, influencer Nicole Eachus overdelivered! SMP Update, Qtr. ending 6/30/22: Currently at: 48.86% webpage views; 43% new users and total sessions. Over 62% hotel conversions, 10% over VCA goals.

Consent Calendar: Approval of June 23, 2022, Board Meeting Minutes, Approval of July 12, 2022, Special Board Meeting Minutes, Approval of August 8, 2022, Special Board Meeting Minutes, and Approval of June 2022 Financial Reports: Approved unanimously. MTA: Don Delorenzo. Second: Tom Cline.

Old Business

CWC Gilroy Manager Recruitment Update: 6 scheduled interviews – 2nd round of interviews scheduled for two finalists.

Visit Gilroy President/CEO Succession Planning Co.: SPC Chair Vanni reported on the termination of Ella Petrosova employment as President/CEO. Rehiring Michelle Carlin to restart the recruitment process. Interviews are scheduled for October 5, 2022.

CWC Gilroy Grant Project Implementation Update: Katherine Filice reported VR video footage is finished. Video available for viewing on Visitgilroy.com website. Will be set up in the CWC before the Open House scheduled for Aug. 24.

GEDP Initiatives Update: BM Turner reported the Board will be recommending 3 new initiatives to the GEDP committee: 1. Workforce Development Initiative. 2. Land use and development around the Gilroy Premium Outlets. 3. Mountain Bike Adventure Park. City Council will consider approving an exclusive negotiating agreement with Select Contracts for the 536 project. Gourmet Alley-City hired a consultant for the design. Sharks Ice: 60-day process of the Surplus Land is occurring currently.

New Business

July 2022 Visit Gilroy Financial Reports: ED Howard reported expected accrued TBID of \$98,000 for period ending June 30, 2022. Received the VCA grant of \$15,000. Approved unanimously. MTA: Vic Vanni. Second: Don Delorenzo.

Visit Gilroy/CWC Gilroy-TBID & CWC Operations Budget Review: We had increased the director's salary to \$150,000; ED Howard recommending by Sept. 1 the salary be changed back to \$120,000. Approved unanimously. MTA: Mark Turner. Second: Vic Vanni.

CWC Gilroy Open House: Aug. 24, 2022: All are invited.

Recognition of Vic Vanni-Visit Gilroy Chair. Board Chair Kurt Michielssen formally thanked Past Chair Vic Vanni and presented him with a plaque.

Staff Reports:

Visit Gilroy Executive Director July 2022 Report-will forward via email.

CWC Gilroy Manager July 2022 Report: GM Gimenez reported: Total walk-ins: 1,885. 208 international visitors from 31 countries. Top places of origin: Germany, Canada, and Mexico. Total gross sales: \$5,316.

Tourism & Community Engagement Coordinator July 2022 Report: Blog: 838 new users, up 207% over PY and 15% over prior month. Top pages: 7 Hidden Gems in Gilroy Gardens, Equestrian Experiences, Gilroy Golf Courses. Top traffic sources: Google/organic, Newsbreak app, direct. On planning committee's for CWC Gilroy Open House and Downtown Beer Crawl. Coordinated July influencer Nicole Eachus.

Board Member Reports

BM Patel: Hotel occupancy increased due to Monterey's Car Week and events at Kirigin Cellars, such as cricket games.

BM Cline: No farm-to-table dinner for the GFA. Having GF food at the Gilroy/Christopher High School Reunion Game on Sept. 30, with additional nights at individual games for each school, with proceeds going to both high schools. Initiated a grant program to keep the funds going to community organizations.

BM Lira: GPO wrapping up the Back-to-School season and already preparing for Black Friday.

BM Delorenzo: Tournaments are returning and are full. Busy with high school girls golf in fall. First Tee program still busy at the courses.

BM Mace: Wine Trade Mixer at Fortino Winery on Aug. 30. Printed the last Wine Trail passes.

BM Olsen: CMAP hired a new office manager in June. Teaching classes, applying for grants. Available to do videos for wineries.

BM Maciel: Upcoming downtown events: Sept. 24: Craft & Vendor Fair; Oct. 15: Downtown Beer Crawl. Oct 30: Dia de los Muertos. Dec. 3: Holiday Parade.

BM Peoples: Thanked Jane for letter sent to list of people to build interest in the Old St. Mary's Cemetery. Discovered 105 unmarked graves, most are pre-1860. Gilroy Historical Society contributing \$500 to add individual crosses and name plaques for those. The VFW is donating a solar-powered flagpole.

BM Sanchez: Lots of catering lately. Weekends are busy, weekdays still slow.

Correspondence: None.

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