



Board of Directors Meeting Minutes
Thursday, December 15, 2022
Hilton Garden Inn

Call to order: 8:06 a.m.

Introductions: Newly-elected City Council member Tom Cline replaced Zach Hilton as City Council member on the board.

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, December 9, 2022, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll call: Kurt Michielssen, Mary Pastorini, Don Delorenzo, Vic Vanni, Tom Cline, Chantelle Mace, Trevor Van Laar

Absent: Mark Turner, Nancy Maciel, Mike Patel, Adam Sanchez, Michael Fulcher, Dave Peoples, Jeanine Olsen, Sarah Lira, Brent Bonino, Luca Rutigliano, Eric Gebhardt

Staff present: Executive Director Frank Johnson, CWC Manager Susan Childers, and Tourism & Community Engagement Coordinator Madeline Martin

Guest present: Jason Raby

Public comment: No public comment.

December 2022 Google Analytics Report, November marketing Activities: Website-16% decrease in users over October, when we promoted the Beer Crawl and Renaissance Faire. Top traffic sources: Google organic, Google ads for Holiday Parade, & direct. Top pages: Holiday Parade Event page, homepage, and hotels. 73% mobile traffic, 24% desktop. Blog continuing to grow in users each month. Advertising: *gmhTODAY* winter issue, Holiday Parade promotions, Expedia campaign from November 20, 2022-January 20, 2023. IG: Most popular posts: IG-National Donut Day; FB-Old St. Mary Cemetery blog.

Consent calendar: Due to lack of quorum, unable to approve November 10, 2022, Board Meeting Minutes and the November Financial Reports. Tabled until January 2023 meeting.

Guest: Marcia McQueen, our accountant from Marcia McQueen Financial Support Services, informed the board about her services for Visit Gilroy, which include payroll, reconciling bank statements, and going through the financials. November will show a higher payroll amount, as former ED Howard was training new ED Johnson and higher advertising costs due to interviewing candidates for ED position. Marcia was asked to attend executive committee meetings to help go over financials while waiting for a new board treasurer. Past Chair Vanni

reported that a new account was opened at Heritage Bank (as a Pinnacle sweep and TBID MMA account) due to requirements for maintaining FDIC insurance for the funds, particularly as a publicly-funded entity.

Old Business

Treasure vacancy—Visit Gilroy board of directors: still seeking one.

GEDP Initiatives Update: ED Johnson reported no updates. Attended the Workforce Development meeting. Considering new programs, may expand Rock the Mock event into other programs, such as job fairs, career days, business tours, internships, and may reach out to local unions to include tradesmen. ED Johnson suggested hospitality workers, also. Sharks Ice should have a January 2023 update. Gourmet Alley & Railroad St. project will need all public comments in by February 2023.

Brown Act Training—Visit Gilroy board of directors and staff will participate in training at the Hilton Garden Inn via Zoom at 9 a.m. following the January 19, 2023, board meeting.

New Business

Draft 2023 TBID Budget: Same budget as 2022. Only change is the ED salary. Will be voted for approval at the January 2023 meeting as not enough board members present to make quorum.

City of Gilroy Q3 lodging report: ED Johnson reported that we received the missing funds from Q2, with an adjustment of \$17,7262. Some hotels have had nearly 100% occupancy. Many rooms are being filled by construction workers. Shared an October STAR report (most recent). Will have the ED report by next week with the November STAR report addressed.

Silicon Valley Business Journal campaign 2023: Full page ad, but not trackable. Looking at alternative ways to promote Gilroy. Considering a tv commercial or a LinkedIn option with materials that can be used on multiple platforms. Will present two options to the committee.

Proposed employee handbook revision: It has been 6 years since we did our handbook. Mark Turner proposed the Chamber partner with Visit Gilroy to create an employee handbook. Cost for us: \$1,250, done by attorney Kevin Courtney.

Staff Reports

Visit Gilroy Executive Director November 2022 Report: waiting on STAR report. Executive Director transition status report: Gave a community update report at the Chamber breakfast and attended the swearing in ceremony for Mark Turner as the new mayor in Morgan Hill. Attended board meetings for Gilroy Gardens, the Gilroy Chamber of Commerce, and the Downtown Business Association.

CWC Gilroy Manager November 2022 Report: Walk-ins: 1,472. Increase of 124 over PY. Gross sales: \$4,406, 126% of monthly budget, 110% of annual budget. 180 retail sales, 10 were from international purchasers. 92 international visitors, from 23 different countries. Canada, China, Germany, and Mexico all tied for top 4 countries with 14 visitors respectively to the CWC. 298

pieces of collateral delivered. Rainy weather has slowed sales on the weekends in early December.

Tourism & Community Engagement Coordinator November 2022 Report: New users: 1,567, 5% over PM, 238% over PY. 81% mobile traffic. Top blogs: “Old St. Mary’s Cemetery,” “Gilroy Gardens Family Fun for the Holidays,” and “Holiday Fun + Gift Getting = A Merry Christmas for All.” Top traffic sources: Newsbreak app, Google/organic, direct, & Facebook/referral. Top FB post: “Old St. Mary’s Cemetery” blog post with image, with 15, 558 people reached and 1,558 engaged users, with a 9.8% engagement rate. Successful Vendor Showcase with Gilroy Gardens but not with the others. New plan will be a social media post featuring our vendors and their items we sell. Wedding Expo Update: Wedding web page up with vendor application; emailed 108 vendor application emails, with 5 applications received. Coordinated a giveaway drawing with our past influencer Linda-Carol Spencer. Coordinated a fam trip for San Francisco Bay Area Moms for December 11.

Board Member Reports

BM Mace: New WSCV passes. This will be a tin box with individual cards for each winery with customized offers. Still in the planning phase. Next event: Santa Clara Valley Wine Auction on March 25 at Guglielmo Winery. Requested marketing dollars. ED Johnson mentioned the WSCV could submit a specific proposal for where to use the money. He will check past budget for how Visit Gilroy contributed previously.

BM Pastorini: December doing well so far year over year.

BM Van Laar: The Garlic Festival Association is working towards doing in summer of 2023 what was done last year—a golf tournament and a private concert at Clos la Chance. Working hard to get some form of festival back together again, at a much smaller scale.

BM Delorenzo: Quieter time of year for the golf courses.

Chair Michielssen: Economic Development Corporation continuing the dissolution and will have next quarterly meeting in January 2023. Interest rates went up ½ percent.

Correspondence: No correspondence.

Adjourned: 9:02 a.m.