



Board of Directors Meeting Minutes
Thursday, January 19, 2023
Hilton Garden Inn

Call to order: 8:03 a.m.

Introductions: Chair Michielssen introduced new board member Victoria Valencia, President/CEO of the Gilroy Chamber of Commerce.

Roll call: Kurt Michielssen, Nancy Maciel, Mary Pastorini, Don Delorenzo, Vic Vanni, Dave Peoples, Sarah Lira, Brent Bonino, Trevor Van Laar, Eric Gebhardt, Chantelle Mace, Mike Patel

Absent: Adam Sanchez, Michael Fulcher, Jeanine Olsen, Tom Cline, Luca Rutigliano

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

Guest present: Marcia McQueen

Guest absent: Jason Raby

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, January 13, 2023, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Public comment: No public comment.

Consent Calendar:

Approval of November 2022 and December 2022 board meeting minutes and November 2022 and December 2022 financial reports. Motion to approve: Don Delorenzo. Second: Dave Peoples. Approved unanimously.

Old Business

Treasurer vacancy: Trevor Van Laar volunteered to act as Treasurer for the Visit Gilroy Executive Committee. Motion to approve: Vic Vanni. Second: Eric Gebhardt. Approved unanimously.

New Business

Draft 2023 TBID Budget: ED Johnson reported that the TBID budget was the same as the 2022 TBID budget, except for previously approved changes to his salary. ED Johnson will be requesting an amendment soon to obtain more dollars for the marketing budget. Motion to approve: Dave Peoples. Second: Eric Gebhardt. Approved unanimously.

Proposed employee handbook revision: Rate would be \$1,250 by Kevin Courtney if partnered with the Gilroy Chamber. Will table for a future meeting until new board members are settled.

Credit cards for Executive Director and CWC Manager: Chair Michielssen reported they will submit applications to TIB (a credit card partner of Pinnacle Bank) for new credit cards with a \$5,000 limit each for ED Johnson and CWC Manager Childers. Will close out current cards with current issuer Bank of America, as they have not provided support. Motion to approve: Don Delorenzo. Second: Mary Pastorini. Approved unanimously.

Old Business (resumed)

GEDP Initiatives Update: ED Johnson reported that there is nothing new to share.

Brown Act Training: following the Board Meeting, January 19, 9 a.m.

New Business (resumed)

Silicon Valley Business Journal campaign 2023: ED Johnson reported ads in the Business Journal may become quarterly instead of monthly and they may create a landing page to direct people to, making visitors more trackable. May also add video, which could be used on other platforms. Awaiting a final budget from Articulate Solutions.

Report on board member attendance: Chair Michielssen reminded the board to notify ED Johnson in advance if they are unable to attend. The Board is seeking a restaurant representative to replace Adam Sanchez, who will be resigning.

Discussion on Strategic Plan: Chair Michielssen reported the cost for a Strategic Plan would be \$22,000 and recommended they hold off until ED Johnson can get the advertising in place, funds are secured, and travelers are more confident.

Staff Reports

Visit Gilroy Executive Director December Report: ED Johnson-December 2022 Hotel Occupancy Report: 39.8%, 2021 was down from 40.3%. November 2022 was at 48.1%, 2021 was at 50.1%. Taxes are up.

December 2022 Google Analytics Report: ED Johnson reported-website had 85% increase over PY, due in large part to return of holiday events, such as the Holiday Parade and Gilroy Gardens Holiday. Mobile traffic: 75%. Blog: 114% increase over PY.

CWC Gilroy Manager December 2022 Report and Fourth Quarter Report: CWC Manager Childers reported-great sales, but walk-ins down some. Walk-ins: 1,448, down from PY by 9%. Sales up 12% over PY. Total sales: \$6,868, at 211% of monthly budget, at 127% of annual budget. 214 retail sales, 10 were international. International visitors: 86, from 23 countries. Top countries: Mexico, Brazil, & China. Collateral distribution: 445 pieces. Fourth Quarter Report: Walk-ins: 4,119. Busiest days: Saturdays, Sundays, Wednesdays. Total sales: \$15,420. Top vendors: Gilroy logo items, CWC items, and Casa products.

Tourism & Community Engagement Coordinator Report: Madeline reported-Blog: 943 new users, up 114% from PY. Mobile traffic: 81%. Top blogs: “ Unique Snacks at the Gilroy Premium Outlets,” “Santa Sightings in Gilroy,” & “New Santa Clara Wineries-2.” Gilroy Dream Wedding Expo: Distributed about ¾ of the 1,000 Save the Date cards. Vendors: 8. Distributed 415 pieces of collateral. Hotels were slow in November, but RV parks still booking groups.

Financial update from Marcia McQueen: Retail monthly sales: October: \$3,411, November: \$3,680, December: \$6,146. Casa: 59% of retails sales in December. ED & CWC Manager look higher due to accrual for vacation, will lower as vacation time is used. Higher number for Communications/IT expense—due to cash out for Ella’s phone issue. TBID office supplies & CWC equipment upgrades is higher—due to Frank’s laptop, beneath threshold level to be a fixed asset, on TBID-no corresponding equipment upgrades account, as that is not a typical thing. ED Johnson reported there are increases for accounting due to issues with Quickbooks.

Board Member Reports

BM Valencia reported on Gilroy Chamber upcoming events: e-waste recycling-February 25, State of the City-March 16, Legislative Summit in April, Garlic City Car Show-June 17, Spice of Life Awards Dinner-August 26. Economic Development Coordinator Candance Van Sambeek is updating the Chamber’s economic development profile Valencia and Van Sanbeek will be attending industry conferences soon.

BM Mace: Finalizing winery members, about 30 total. Will be doing a deck of cards in place of the wines passes, which will allow each winery to customize their own promotion. Upcoming event: Wine Auction, March 25.

BM Lira: New store: Journeys shoe store in Building A by Levi’s.

BM Peoples: The City of Gilroy said to call to report potholes that need fixing.

BM Maciel: The Gilroy Downtown Business Association added four new board members, creating a full board. New Chair: Jeff Orth, new Vice Chair: Michele Campbell. Held a Crime Prevention meeting with GPD. Held GDBA Retreat January 7.

BM Patel: Slow right now. Working on updates in rooms. Hoping to get more visitors from China, as travel has opened up a little.

BM Van Laar: Served about 2,000 meals at the Don Christopher Memorial at CHS January 14. Garlic Festival has a venue willing to host them, but they are still seeking an insurance provider.

BM Pastorini: Slow this winter. Lost power for two full days and had no guests in the hotel. Spring looking good for weddings.

BM Gebhardt: The rainy weather has been affecting the weekday stays of construction workers.

BM Michielssen: EDC is still awaiting approval for dissolution; Chamber will still take over their assets and activities. The lot across from Pinnacle Bank was purchased.

ED Johnson: Visit Gilroy will be promoting our local parks more, and he will be getting more pictures to add to our databank.

Meeting adjourned: 8:51 a.m.