



Board of Directors Meeting Minutes
Thursday, November 10, 2022
Hilton Garden Inn

Call to order: 8:04 a.m.

Introductions were done of new Executive Director Frank Johnson and new board member Trevor Van Laar, representing the Gilroy Garlic Festival Association.

Report on posting of the agenda: ED Howard announced the agenda was posted on Friday, November 4, 2022, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Mary Pastorini, Michael Fulcher, Trevor Van Laar, Chantelle Mace, Vic Vanni, Dave Peoples, Zach Hilton, Kurt Michielssen, Nancy Maciel, Jeanine Olsen, Sarah Lira, Eric Gebhardt (arrived 8:10 a.m.), and Mike Patel (arrived 8:17 a.m.)

Board members absent: Mark Tuner, Don Delorenzo, Luca Rutigliano Adam Sanchez

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

Guest: Jason Raby, Articulate Solutions

Public comment: No public comment.

October 2022 Google Analytics Report, October Marketing Activities, and Digital Influencers' Campaign Summary Report: 78% increase in users over PY and 4% increase over PM. Top traffic sources: Google search, direct, Newsbreak app. High search for Renaissance Faire. Top pages: Renaissance Faire, homepage, Hotels, 33 Things to Do. Blog: 91% increase in traffic over PM, 646% increase over PY. Advertising campaigns: 2023 Yosemite Journal, Silicon Valley Business Journal, Expedia campaign: Nov 2022.-Jan. 2023, and Holiday Parade. Influencer Report 2022: 4 influencers (July-Oct.), reached over 350,000 unique visitors, nearly 2,000 shares, about 250 new followers, and bonus content from 2 influencers—including photos and a YouTube video. Cost per reach: average \$.08. Campaign came in under \$10,000 budget at \$9,274.26. Social Media: 25% increase over PM. Starting our Wedding Expo design and marketing.

Consent calendar: Approval of October Board Meeting Minutes and Financial Reports. Executive Director Frank Johnson will provide his own insurance, applying his \$500 per month for insurance from Visit Gilroy to his salary, bringing his annual salary from \$125,000 to

\$131,000. Motion to approve October Minutes and Financial Reports: Vic Vanni, Second: Zach Hilton. Approved unanimously.

Old Business

FYE 6/30/22 Compilation Report-estimated cost and recommendation from John Rick of Nichols, Rick, & Co. A set compilation report without gap footnotes: estimate starts at \$1,250; a compilation report with gap footnotes: estimate starts at \$2,300. BM Hilton motioned to approve proceeding with a compilation report with gap footnotes. No second. Motion not approved. The Board will consider an audit before renewal of the city of Gilroy contract and TBID contracts in 2027. Recommendation to have Marcia Queen come speak to the board at the December board meeting to cover the financials.

GEDP Initiatives Update: Gilroy's Measure D passed, which will allow the San Jose Sharks to submit a design-build proposal. ED Howard and BM Turner met with Heather Roach, the general manager of the outlets. The outlets are happy to have the support of the GEDP as they make future plans. Our outlets are recovering better than other Simon outlets.

Status Report—Visit Gilroy Wedding Expo—March 26, 2023: Held first committee meeting. Event location: Lodge on the Hill. Currently revising the landing page and vendor application.

New Business

Secretary/Treasurer vacancies—Visit Gilroy board of directors: Dave Peoples nominated to be secretary. Motion to approve: Vic Vanni. Second: Eric Gebhardt. Approved unanimously. Currently no nominations for treasurer.

Report on Executive Director transition status: ED Howard reported she has been introducing new ED Johnson to Visit Gilroy partners. Training him in logistics and operations. Incoming ED Johnson: goal is to maintain those relationships.

Brown Act Training: It has been eight years since the board has been trained in the Brown Act. Quote for 1-hour Brown Act Training from TBID attorney John Landon: \$1,000 by Zoom, \$3,000 in person. Proposed doing the training via Zoom at the Hilton in tandem with the January 2023 board meeting.

Staff Reports

ED Howard: no STAR reports yet. Will work with incoming ED Johnson on that.

CWC Manager Childers: Walk-ins: 1,199, increase from PM and PY. Gross sales: \$4,146. At 107% of annual budget. 158 total sales—20 from international visitors. 134 international visitors from 29 different countries. Top countries of origin: Germany, England, and Singapore. 1,192 pieces of collateral distributed.

Tourism & Community Engagement Coordinator Report: Blogs: 1,491 new users, 91% increase over PM, 646% over PY. Top traffic sources: Newsbreak app, Google/organic, direct. Top pages; Breakfast Hot Spots, Halloween Happenings, new Santa Clara Valley wineries Part 2. Coordinated two Vendor Meet-n-Greets at the WC with Larry and J. Chris Mickartz and their

Garlic Festival Playbook and Carol and Al Gutierrez with Garlic City Embroidery. Beer Crawl recap: over 350,000 impressions, generated \$3,500 ticket sales from our ads. Hosted a VG booth at the Vine to Wine event on October 23 at the Mountain Winery, hosted by the Wineries of Santa Clara Valley. Oral presentation for a dinner for an Airstream trailer group at the Gilroy Garlic USA RV Park. The members were interested in county parks for hiking, wineries, and Gilroy Gardens.

Board Member Reports

BM Olsen: Still doing Community Spotlight and now offering stop-motion classes for kids.

BM Hilton: Updated building code requirements to include long-term bike parking for every unit for apartments or multi-family housing for two-plus or more.

BM Peoples: Thanked Madeline for the Old St. Mary Cemetery blog. Was able to use it for the walking tour he led there on November 5. Had 50 people for the tour—much higher numbers than normal.

BM Gebhardt: Had a solid October. Weekends have been busy. Some wedding groups in November. Weekdays still busy with workers.

BM Lira: The outlets will be closed on Thanksgiving. Starting holiday hours on Black Friday, November 25 at 6 a.m.

BM Mace: Vine to Wine event did break even and gain northern Bay Area exposure. Lots of learning. 19 wineries participated. Planning to do it again in 2023.

BM Fulcher: The Great Big Boo was very successful. 3% increase in attendance over PY, revenue increase over PY. Busy planning for Gilroy Gardens Holiday, starting on November 25.

BM Maciel: Volunteers put out flags downtown for Veterans Day. The Veterans Day Parade will be on Friday, November 11, at 1 p.m. Working on the Holiday Parade and Tree Lighting Ceremony, for December 3. Appreciates Madeline's role on the committee and Visit Gilroy's marketing for the event. GDBA is planning their annual retreat at CMAP. Begin planning for the Wine Stroll & Garlic-a-Palooza.

Incoming Executive Director Frank Johnson encouraged board members to join Linked-in and follow Visit Gilroy and mark themselves as a board member/volunteer for Visit Gilroy.

BM Van Laar: The Gilroy Garlic Festival Association is having their first leadership training/new board retreat on November 12.

BM Patel: Working on yearly refurbishments and repairs.

BM Pastorini: Redoing the landscaping. Also getting new Peloton bike.

Chair Michielssen: The Economic Development Corporation has their next board meeting in December.

BM Peoples: offered up 50 bags of oak leaves for compost.

Past Chair Vanni: asked about planning a Christmas party. ED Howard suggested asking BM Sanchez. Acknowledged ED Howard and that this was her last board meeting.

ED Howard thanked the board for their support.

Meeting adjourned: 9:18 a.m.