



Board of Directors Meeting Minutes  
Thursday, March 16, 2023  
Hampton Inn & Suites

Call to order: 8:04 a.m.

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, March 10, 2023, at 12 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll call: Kurt Michielssen, Nancy Maciel, Michael Fulcher, Don Delorenzo, Vic Vanni, Tom Cline, Chantelle Mace, Mark Jacobsen, Trever Van Laar, Mary Pastorini, Eric Gebhardt

Absent: Dave Peoples, Jeanine Olsen, Sarah Lira, Brent Bonnino, Luca Rutigliano, Victoria Valencia

Staff: Executive Director Frank Johnson, Welcome Center Manager Susan Childers, Tourism & Community Engagement Coordinator Madeline Martin

Guest: Jason Raby

Public comment: No public comment.

February 2023 Google Analytics Report: Website: up 5% over PY. Top traffic sources: Google organic, Gilroy Gardens website, Direct. Top pages: Homepage, 33 Things to Do, Hotels. Mobile traffic: 65%. Advertising: ad in *gmhTODAY* spring issue, monthly E-newsletter, Wedding Expo ads. Social Media: Decrease from PM. Most popular post: outdoor recreation.

Consent Calendar

Approval of February 2023 board meeting minutes and February 2023 financial reports: Motion to approve February 2023 board meeting minutes: Motion to approve: Tom Cline. Second: Don Delorenzo. Approved unanimously. Motion to approve February financial reports: Chair Michielssen reported Visit Gilroy is awaiting an approximate \$6,000 refund from *Yosemite Journal*. There is more than \$250,000 funds in the account; will do a transfer from the TBID money market accounts at Pinnacle Bank to Heritage Bank. Motion to approve: Don Delorenzo. Second: Mark Jacobsen. Approved unanimously.

Old Business

Employee handbook update: in progress and on budget.

New Business

Advertising buys: Windows clings at the Gilroy Premium Outlets—featuring Gilroy Gardens. CCTC map—shared ad with neighboring counties. Our ad includes a picture of a mountain biker.

Discussion on Strategic Plan: March 30, 2023. Proposed agenda included in board packet. Submit any additions/changes to ED Johnson by Monday, March 20, 2023.

Outlook Conference: A conference put on by Visit California (VCA) for the DMOs from CA. ED Johnson reported the takeaways were: made many contacts, can learn from similar cities—Temecula, Modesto, & Lodi, some cities are re-directing DMO funds for social causes, such as the homeless, etc., and other DMOs were impressed the diversity of industries represented on our board. VCA trends: family travel, the spenders on travel are those who are wealthy looking for luxury travel, Native California continues to grow—a local resource is Chitactac-Adams Heritage County Park, YouTube is promoting their YouTube shorts to compete with TikTok. The Lt. Gov. spoke at the conference.

Outlets renegotiation: The CWC is up for renegotiation with the GPO as the two-year lease contract ends April 2023. VG is compiling any paid media and submitting it, and GPO will determine any new rent rates and if/how long new lease is for.

Audit/Compilation update: Chair Michielssen—no new updates.

## Staff Reports

Visit Gilroy Executive Director February 2023 Report: ED Johnson reported on hotel stats for January 2023 (most recent): 45.3% occupancy rate, over 5% increase over PY. ADR: \$107.55, up 8% over PY. ED Johnson has been attending lots of partner meetings and board meetings for local organizations. Wedding Expo update: only 24 tickets sold. ED Johnson reported that we will continue with the Expo but may advise food vendors of fewer numbers expected than 2022.

CWC Manager February 2023 Report: CWC Manager Childers reported 509 walk-ins. 50 were international visitors from 14 different countries. Top three: Korea, China, UK. Gross sales: \$2,183. At 110% of annual budget. 821 retail sales, 12 from international visitors. 536 pieces of collateral distributed.

Tourism & Community Engagement Coordinator 2023 Report: Madeline reported the monthly e-newsletter, titled “Love is in Gilroy Air”, focused on Valentine’s Day events, wineries, Wedding Expo, and dog-friendly content. Chamber “Business Focus” article: Valentine’s Day in Gilroy & Wedding Expo. Blog: “Great Trails Near Gilroy—The Waterfall Loop at Uvas Canyon County Park.” Blog analytics: 603 new users. Traffic down 34% from PM & PY. Top blogs: Waterfall Loop/Uvas Canyon, blog homepage, Mt. Madonna County Park, & Unique Snacks at the GPO. Top traffic sources: Google/organic, Newsbreak app, Direct. Wedding Expo: Good mixture of vendors, including a bridal boutique and live music. Using two rooms at the Lodge and have large marquee letters & balloon display vendors creating photo-op spots. The Lodge bartender is doing a signature drink for the event. Attending GDBA & WSCV mostly board meetings and attending committees for GDBA events: Wine & Art Walk, Holiday Parade and Chamber events: Garlic City Car Show. 490 pieces of collateral distributed. Top three: Restaurant guides,

Visit Gilroy maps, Road to Garlic. Doing two “Meet your pourer” winery profiles a month for social media.

Website Update: ED Johnson reported that a list of events with their own pages were added under the “Events” page on our website Events calendar.

### Board Member Reports

Chair Michielssen reported that the EDC has submitted everything needed. Closed the EDC website, transferred everything from there to the Gilroy Chamber’s website. EDC board will have their next quarterly meeting in April.

BM Van Laar: Garlic Festival will be focusing on being a vendor for 2023-possibly 2024. Upcoming vendor events: selling garlic bread at the Veterans Hall on April 15, Garlic City Car Show, and in discussion with Gilroy Rodeo. Will partner with GDBA for a clean-up day. Summer GF events: Golf Tournament, Downtown Live Music Series, a concert at Clos la Chance Winery.

BM Cline: City of Gilroy update: at the March 20 City Council meeting, members will vote on whether the ordinance will change to allow the electronic billboard sign.

BM Delorenzo: Implemented a new POS and bookkeeping system. First Tee’s spring sessions has started at Gavilan Golf Course with almost 80 kids participating.

BM Mace: Preparing for the upcoming Wine Auction on March 25. Hired Carlos Bradley to redo the website. Expecting the new deck of discount cards (replacing wine passport) to be ready in beginning of April.

BM Maciel: will be attending the Main St. conference in late March in Boston. April 1 & 8 downtown clean-up. Wine & Art Walk on May 20, hoping for 700 people. Event will close 4th-6th St. on Monterey and side streets. There will be art, vendors, and bands. Downtown Live Music Series: June 15-August 3. Other committees are meeting for the Holiday Parade and Beer Crawl.

BM Fulcher: Opening March 18 (Premium Appreciation Day/Media Day) and 19 (Gilroy residents day.) New: opening Lakeside Splash this summer by Coyote Lake with premium cabanas—will have a mini-fridge, TV, food delivery.

BM Gebhardt: weekdays have been steady with construction workers and flood victims from Watsonville. Summer bookings not as full as last year at this time.

BM Patel: booking window has shortened. Had damage at their hotel—on roof and the sign fell over. Less storm victims staying than the last storm.

BM Jacobsen: Chamber-Car Show presale for 200 cars sold out in just two days. Small fire at the Chamber offices on the roof. Power has returned. State of the City tonight at Old City Hall-5:30-7:30 p.m. The Claddagh is closing—owner retiring. New restaurant going in—Pop’s Public House-Irish/Mexican food. Pizza My Heart is planning to go into The Patio (between Brew City Burger and Poki Bowl.)

BM Pastorini: drop in occupancy due to weather.

No correspondence.

Update on part-time staff-moving forward with hiring.

Adjourned 9:02 a.m.