



Board of Directors Meeting Minutes  
Thursday, April 20, 2023  
Hampton Inn & Suites

Call to order: 8 a.m.

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, March 21, 2023, at 12 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll call: Kurt Michielssen, Nancy Maciel, Mark Jacobsen, Tom Cline, Michael Fulcher, Chantelle Mace, Trevor Van Laar, Don Delorenzo, Dave Peoples, Brent Boninno, Eric Gebhardt, Victoria Valencia, Vic Vanni.

Absent: Jeanine Olsen, Mike Patel, Sarah Lira, Luca Rutigliano

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

Guest: Jason Raby

Public comment: No public comment.

March 2023 Google Analytics Report/March 2023 Marketing Activities: Website: traffic down 13% over PY, Hotels, winery, & restaurant page views are down over PY. No new ads besides ones for Wedding Expo. Social media content: submissions to CWC, did posts on Wedding Expo, Gilroy Gardens opening, and shared Frank's park videos.

Consent Calendar

Approval of March 16, 2023 board meeting minutes: Motion to approve: Don Delorenzo, Second: Dave Peoples. Approved unanimously.

Approval of March 2023 financial reports: ED Johnson reported we have received \$6,000 from **Outsider International & Yosemite Interactive?** TBID financials: should be receiving funds soon. Motion to approve: Tom Cline, Second: Dave Peoples. Approved unanimously.

Old Business

Employee handbook update: BM Valencia reported it is still in process. Awaiting a response from attorney Kevin Courtney.

Update on audit: No Gilroy CPAs do this. Chair Michielssen recommended the Chiang & Youngberg accounting firm in San Jose. The audit is a three-year process, requiring two reviews—one in the first year and one in the second year—for approximately \$5,000 each, with the third year being the actual audit for approximately \$13,000. City Administrator Jimmy Forbis highly recommended proceeding with an audit, as we receive significant funds from the City and have never done one before. Motion to approve proceeding with the reviews and the audit with the cost not to exceed \$30,000: Trevor Van Laar, Second: Don Delorenzo. Approved unanimously. Motion to proceed with using Chiang & Youngberg: Trevor Van Laar, Second: Dave Peoples. Approved unanimously.

#### New Business

Strategic Plan update: ED Johnson reported this should be available at the end of the month.

Gilroy Premium Outlets lease negotiation: the lease is up in June; rent is very low. Currently we have a two-year contract, with a provisional 30-day notice to give our space to another party. Motion to approve moving forward with Outlets lease negotiation: Vic Vanni, Second: Eric Gebhardt. Approved unanimously.

Wedding Expo disposition and future: ED Johnson observed a lot of networking between vendors at the Expo. The board discussed whether this event directly brings overnight hotel stays. It has been difficult to put on a quality show within our budget, which went over this year by \$2,000. The board discussed partnering with another organization such as the Chamber of Commerce to put on the event, especially as it promotes local businesses and networking between vendors. Another suggestion was partnering with Wedgewood (the wedding planners/venue at Eagle Ridge), to offset the costs. BM Gebhardt commented that venues are the main driver of bringing people here for weddings and hotel stays. The board took no action at this time but will bring this discussion back to the board in the future.

New videos: ED Johnson reported that his goal is to get the videos to show up in searches based on YouTube shorts, and analytics demonstrate that. ED Johnson recommended a larger part of the budget should be re-allocated to the digital or video content versus printed/magazines. Many other DMOs are putting 85% of their advertising budget towards digital.

#### Staff Reports

Visit Gilroy Executive Director Frank Johnson March 2023 Report: February 2023 STAR Report: Room occupancy: 50%, PY: 48.1%. ADR: \$109, PY: \$102. Gave yearly report to the City Council on April 3. City Administrator Jimmy Forbis said he would like Visit Gilroy to present a report to the City Council more often. The City asked why we didn't have a Spanish translation on our website, and ED Johnson responded that Google has that capability. We might add a plug-in for that on our new website. He was also asked if our board should have more diversity and why we do not have more cultural events on our calendar. ED Johnson encouraged board members to participate in the city clean-ups if possible and to share it online. CTCC conference report: the

VP of Marketing from VCA attended. The Central Coast is performing better than any other CA region. BM Gebhardt offered to host the board meeting to continue meeting at Hampton Inn & Suites through the end of the year.

CWC Gilroy Manager Susan Childers: March Report: Walk-ins: 645, Total gross sales: \$2,432. At 70% of monthly budget, 106% of annual budget. Retail sales: 113—13 from international visitors. International visitors: 94, from 25 countries, top 3: Germany, Japan, and Taiwan. Collateral distribution: 2,708 pieces to leads, hotels, RV parks, and Wedding Expo. Quarter 1 Report: Walk-ins: 2,420. Busiest days: Sunday, then Saturday. Retail sales: \$5,865, down from PY by 40%. We had 45 days of rain in Qtr. 1. Top retail items: CWC, Gilroy logo items, & Casa products.

Tourism & Community Engagement Coordinator March 2023 Report: Madeline reported the monthly e-newsletter was “Go Green in Gilroy” and our Chamber article featured downtown growth and the upcoming Wedding Expo. April blog was on the Poppy Jasper International Festival. Madeline reported blog analytics: 453 new users, up 13% PY, down 25% over PM, could be due to having only one blog. Top traffic sources: Google/organic, direct, and first time in top three-monthly e-newsletter. Promotions began for Wine & Art Walk. Madeline gave a Wedding Expo update: 35 paid vendors, 178 tickets sold, 151 people attended, 42 email leads. Total vendor fees (awaiting one check): \$6825. Current expense total: \$10,009.52. Over budget: \$2179. Less vendors than last year—but our booths fit just right in the two rooms at the Lodge. Budget issues: cut our advertising, biggest expenses are tables/linens, paid more to the Lodge (security, insurance, alcohol license.) Will update tracking of where guests came from.

#### Board Member Reports

BM Maciel: GDBA has done two downtown clean-ups after the city clean-ups. Another scheduled for May 13. Garlic Festival volunteers helped a lot. On April 8, we’ll be doing plants, barrels, and clean-up downtown. Had our first quarter mixer at Pour Me Taproom with 40 attendees. Poppy Jasper International Film Festival will be April 12-19. Third Friday Art Walk will be April 21, and CMAP is doing an open mic night. Wine & Art Walk on May 20. Downtown Live Music Series June 15-August 3.

BM Boninno: Due to rain delays, just started planting. Sales are starting to go up, as they usually do this time of year.

BM Fulcher: Gilroy Gardens was very busy on Easter with 2,000 more people than PY. Busy during spring break weekends, with Sunday being busiest day. June 9 opens daily for summer.

BM Valencia: Chamber had about 100 people at the 10th Annual Legislative Summit on April 14 at Old City Hall. Gained a letter of support from Congresswoman Zoe Lofgren for the City of Gilroy’s 10th Street Bridge grant application. The city, county, and state representatives in attendance also agreed a fourth lane for 101 needs to be a top priority. On April 22, there is a Coffee & Cars event at T-Mobile. May 11-Garlic City Car Show & Shine at Gilroy Gardens to

highlight local non-profits and cars from the Car Show. Settle Down Beer is now open Friday-Sunday and will have a grand opening on May 20. Workforce Development-May 10 Career Fair at Mt. Madonna School High School.

BM Van Laar: The sales went well for garlic bread at the Veteran's Hall on April 15. Online sales slow two weeks prior, foot traffic high the day of. April 19-helped hand out food at St. Joseph's. Gave \$5,000 to them. GF will be a vendor at the Garlic City Car Show and the Gilroy Rodeo.

Chair Michielssen: EDC update: website data transferred to the Chamber. Still working with attorney Kevin Courtney to dissolve the EDC.

BM Delorenzo: Hosting two fundraiser tournaments in April—for Live Oak Baseball in and Travis Graham from One Life Prints. Leagues starting this week. Hosting a brand-new league on Tuesday nights called Spark Golf.

BM Cline: The City Council discussed the street vendor issues at the April 17 meeting. The State of California has two laws that make it difficult to address this. Twenty-two recommendations were made to the Council to address this. First, street vendors will be addressed, and then food trucks.

BM Mace: The Wine Auction on March 25 was a success. The Wine Trail Pass Deck is now available for purchase online, at local wineries, and at the CWC.

BM Gebhardt: Weekends bookings have improved with better weather, particularly with the return of soccer tournaments in Morgan Hill, which has brought overflow bookings, and construction resuming. The Poppy Jasper International Film Festival brought guests. Traffic on 101 starts on Friday lasts from 11 a.m.-7 or 8 p.m. and begins at 11 a.m. on Saturdays.

ED Jackson: CCTC will be filming around the area and will need a golf course to film at in Gilroy.

Correspondence: No correspondence.

Adjourned: 9:28 a.m.