



Board of Directors Meeting Minutes
Thursday, June 15, 2023
Hampton Inn & Suites

Call to order: 8:02 a.m.

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, June 9, 2023, at 5 p.m. at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll call: Kurt Michielssen, Mark Jacobsen, Tom Cline, Michael Fulcher, Trevor Van Laar, Don Delorenzo, Dave Peoples, Brent Bonino, Eric Gebhardt

Absent: Mike Patel, Vic Vanni, Jeanine Olsen, Sarah Lira, Luca Rutigliano, Chantelle Mace, Victoria Valencia

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

Guest: Jason Raby, Articulate Solutions

Public comment: No public comments.

May 2023 Google Analytics Report and May 2023 Marketing Activities: Website: over 26% increase in users over PY, due to large increase in Gilroy Gardens referrals, ad campaigns for Car Show and Wine & Art Walk, and organic searches. Top pages: Wine & Art Walk event page, Homepage, 33 Things to Do, Event calendar. Traffic down over PY: Hotels page: 58%, Wineries page: 34%, Restaurants page: 5%. Google Analytics will be switching to a newer version in July. Visit CA included two of our submissions, on the Garlic City Car Show and the Gilroy Rodeo, in their "California's Best Summer Fairs & Festivals" article. Social media: 172% increase in impressions over PM. Frank uploaded some reels, most recently on the wineries. FB: over 497,000 impressions. Most popular post: all the things going on in May. Wine & Art Walk campaign: generated almost 650,000 impressions, 4,500 visits to the landing page on our website, and 284 users to the ticket sale page. Car Show social media posts are getting lots of engagement.

Chair Michielssen asked Vice Chair Gebhardt how they work with Expedia. Vice Chair Gebhardt explained that hotel franchises work out commission rates with hotel booking sites, so the rates are the same, but the hotel will pay a commission rate to the booking site.

Consent Calendar:

Approval of May 18, 2023, board meeting minutes: Motion to approve: Tom Cline, Second: Don Delorenzo. Approved unanimously.

Approval of May 2023 financial reports: Chair Michielssen reported VG ahead on income, under on expenses. ED Johnson reported VG is still awaiting a check from the City. Motion to approve: Trevor Van Lear, Second: David Peoples. Approved unanimously.

Old Business

Strategic Plan approval: ED Johnson requested the Board share comments on the Strategic Plan at this meeting and plan to approve it at the July board meeting. Discussion included not calling Sharks Ice an “arena,” since it does not fit the size or purpose of the facility. ED Johnson requested the board members review the mission statement for approval in July.

Report on lease with the Gilroy Premium Outlets: ED Johnson submitted three documents to the Gilroy Premium Outlets: 1. Inventory list of how much we spent the last two years on ads relevant to or including the outlets. 2. A document with about 40 images of the ads. 3. Invoices for those ads. We purchased window clings for vacant suites. Awaiting a response. Current rate: \$1,300/month. Market value of outlet spaces is between \$4-5,000/month. Also due to sign a new contract with Visit California by the end of June.

New hires update: ED Johnson reported the PT position was first advertised on the GPO page and with the Chamber, which only brought in three applications. Next, advertised with Indeed, which costs almost \$500 and is up for 30 days or 24 responses that we accept. Will begin interviewing next week. Looking for 1-2 people for 25-30 hours a month, starting at \$17/hour. ED Johnson wants to do background checks on applicants.

New Business

Strategic Marketing Plan Start-ED Johnson reported he will be doing a new plan soon. Was awaiting approval of lease with GPO before proceeding, to know what the budget would look like for it. The new SMP will include more dollars spent for digital advertising than magazine ads. The plan will be for 12-18 months. Board members are invited to give input on the SMP.

Visit California Regional Tourism Strategic Plan: ED Johnson asked if anyone from our board has ever reached out to VCA for to reference their strategic plan. Currently, no one has done so.

\$3,500 for GDBA Wine & Art Walk and \$4,000 for Garlic City Car Show: ED Johnson reported that VG did ad campaigns for these events.

New Board Members Discussion and nominations: ED Johnson sent by-laws to board members. The by-laws show VG board should have two representatives from the City of Gilroy but not a designated representative from the GDBA. The by-laws also have attendance requirements. BM

Cline will speak to City Administrator Jimmy Forbis to find out if a city employee might be able to fill the other city seat. Chair Michielssen reported this was his last meeting as the Chair, but he will be staying on the board as Past Chair. BM Jacobsen is willing and available to be a part of the Executive Committee. ED Johnson contacted the Gilroy Rodeo to learn if they would like to join the board. BM Rutigliano is leaving the board and the Chamber board. Potential board members: a Pour Me Tap Room owner and Toni Bowles, owner of Neon Exchange. Still awaiting a GDBA board member.

Motion to approve BM Mark Jacobsen joining the Executive Board committee: Dave Peoples, Second: Don Delorenzo. Approved unanimously.

FY 2023-2024 Budget: ED Johnson is keeping the budget the same as the 2022-2023 budget, with the addition of \$7,000 toward our audit. Per their contract, the City of Gilroy is also increasing our payment by 3% (nearly \$10,000), which will help with our audit. Once our SMP is done and GPO lease is finished, better idea of where the money will be designated. Should be done by the end of June (the deadline.)

Motion to approve 2023-2024 Budget: Tom Cline, Second: Don Delorenzo. Approved unanimously.

Staff Reports

Executive Director May 2023 Report: ED Johnson reported that he is on the committee that decides how the funds will be used from the SV Creates grant and the matching funds from City of Gilroy. He will be speaking at the South County Business Alliance and the Silicon Valley Economic Development Alliance, sharing what is happening in Gilroy. ED Johnson reached out to a video professor at Gavilan, requesting video footage of Gilroy from students. KSBW did a news article sharing about the Sharks Ice. Vice Chair Gebhardt suggested they meet with Sharks Ice once paperwork is signed to communicate on plans for Sharks Ice events, so Gilroy hotels and VG can coordinate plans and marketing for those. CCTC did some recording of the Gilroy Golf Course of some live golfers.

CWC Gilroy Manager May 2023 Report: Walk-ins: 1,389. 23% increase over PM. Total gross sales: \$3,039, 24% increase over PM, 32% increase over PY. At 99.6% of monthly budget and 105% of annual budget. Retail sales: 153; 18-international. 153 international visitors, 25 international countries represented. Top countries: Germany, China, and tied for third are Taiwan/Canada/England. Collateral distribution: 1,060 pieces. Sent out new vendor agreements due back with signatures by July 1. ED Johnson noted one revision—if vendors sell less than \$50 of merchandise per month, then they will be paid on a quarterly basis.

Tourism & Community Engagement Coordinator May 2023 Report: As Madeline was absent, ED Johnson reported: Madeline did two blogs: "Art in the HeART of Gilroy" and "Gilroy Girlfriends' Getaway." Madeline is on many of our local committees and board meetings, to keep up on their events, support their committees, and let them know what we are doing for them.

Board Member Reports

BM Bonino reported that the cold weather has set back local farmers for about two weeks.

BM Fulcher reported that Gilroy Gardens is now open daily for summer. The cooler weather has kept attendance a little lower. On June 14 and 15, GG is doing a make-up day for residents as storms affected previous ones in March. He will discuss with Visit Gilroy what to do with the Fantastical Flowers window wrap at the GPO.

BM Van Laar reported the Garlic Festival Association will be a vendor at the Car Show, serving garlic fries, tri-tip garlic fries, and garlic bread. Upcoming events: Golf Tournament on June 23, Clos la Chance KRTY Nashville Songwriters Concert Night, July 13—about half tickets sold out, the Gilroy Rodeo, and Dinner in a Cherry Orchard.

BM Jacobsen reported Downtown Live is tonight from 5-8 p.m.—can do a to-go order from a list of local restaurants. The Car Show is on June 17, 10-4. Over 200 cars. The Chamber will serve local wines at the beverage booth.

Vice Chair Gebhardt reported rates are not as high as last year. Not getting weekend traffic we had last year. Weekdays are full of construction workers.

BM Delorenzo reported that the Sharks employees did a golf event for about 50 people at the Gilroy Golf Course. Had a couple fundraiser tournaments, one for a girls' travel softball team. Leagues ongoing. The cool weather has kept numbers down a little. Next door property construction resumed, and new roads are being shaped.

BM Cline reported the City Council approved the removal of homeless near places like Uvas Creek and areas near schools and bridges. Enforcement has not been determined. In July's council meeting, the ordinance for dealing with sidewalk vendors will be presented. Next item will be managing food trucks. BM Cline reported that a downtown committee of five city council members just met recently and will report on topics addressed by fall.

BM Peoples reported that someone from our sister city in France will be visiting in July. He will host them when they visit Gilroy.

Chair Michielssen reported no updates from the EDC at this time.

ED Johnson reminded the board to submit feedback for the Strategic Plan.

Meeting adjourned at 9:17 a.m.