



Board of Directors Meeting Minutes  
Thursday, August 17, 2023  
Hampton Inn & Suites

Call to order: 8:03AM

Kurt Michielssen filled in as Chairman for Eric Gebhardt.

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, August 11, 2023, at 5PM at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Chantelle Mace, Dave Peoples, Don Delorenzo, Kurt Michielssen, Mark Jacobsen, Marline Avelar, Mattie Scariot, Tom Cline, Trevor Van Laar, Victoria Valencia, Sarah Lira (8:12)

Absent: Brent Bonino, Eric Gebhardt, Michael Fulcher, Mike Patel

Guests: Jason Raby, Articulate Solutions; Jane Howard, Executive Board Member of the Gilroy Gardens Education Directive.

Public Comment, Jane Howard: Gilroy Gardens Board of Directors has approved a new initiative to expand park operations, and embrace the initial vision of founder, Michael Bonfante; to instill a love of plants and trees for children. While continuing successful financial operations of the park, the board has approved funds to launch the education foundation with logo and website to come, with the aid of Articulate Solutions. This will include a curriculum for K-2nd and 3rd-5th grades, upgrading their Natural Science Days. The launch of this foundation to the community is coming later this year. Adding a few board members to Gilroy Gardens with expertise in key educational components, along with an Executive Director. Gilroy Gardens was recognized as "Hidden Gem of the Central Coast" several years ago and urges importance to remain sustainable. IAAPA (Global Association for the Attractions Industry) CEO is bringing their team out to do a tour soon.

July 2023 Google Analytics Report and July Marketing Activities, Jason Raby: Website traffic is down 6% over prior year, with top traffic sources being Organic, Direct, and the Gilroy Gardens website. Most popular pages: Homepage, 33 Things to Do, Garlic Festival, Downtown Music Series, Gilroy Gardens. Hotels page views down 66% over PY, Wineries page down 8% over PM, Restaurants page down 6% over PM. Mobile 75%, Desktop 24%. PR submissions- Submitted a story on National Red Wine Day for September Wine Month to Visit California, also Social Media post submissions to California Welcome Center. Did social media schedule, reports an 80% decrease in impressions after heavier advertising for Wine Walk and Car Show. Updated graphics for Gilroy Premium Outlets wraps. QR graphic flier was developed to display for hotels to our website event calendar, and the Wineries of Santa Clara Valley event calendar.

ED Johnson: Shares he accompanied Madeline and Mary on a collateral distribution trip, reports that hotels would like to display the QR flier for guests. This will take the place of the hospitality calendar built on a weekly basis by the Welcome Center manager.

#### Consent Calendar

Approval of July 20, 2023, board meeting minutes: Motion to approve: Tom Cline, Second: Dave Peoples. BM Valencia asks for correction of July minutes: The Chamber of Commerce hired “The Retail Coach” firm, not “a retail coach”. July minutes and financials approved unanimously.

#### Old Business

New Hires: ED Johnson reports we hired Montserrat (Montse). Susan Childers has a lead on one more potential hire to fill weekday coverage needs, about 10 hours per month. Welcome to two new board members, we are excited to have another strong marketing lead from Cordevalle, BM Avelar, and BM Scariot from CMAP and PJIFF lending to help to fill local hotels with visitors.

BM Avelar elaborates on Cordevalle Resort: 45 guest rooms, spa, golf, tennis, pickleball, bocce, and dining set on 1700 acres and host to many corporate events, avid golfers, wedding guests, and others.

BM Scariot elaborates on PJIFF: 2024 will be the 18th year of the festival, and her 5th year in person. PJIFF is an 8 Day festival, with the goal is to keep company in the downtown communities where they are hosted, to buy, shop, and eat in the locals’ environment. In collaboration with the Gilroy Third Friday Art Walk, this September’s event will be a “Film Walk”, with locations set up all throughout downtown.

Audit update: ED Johnson reports all paperwork has been submitted, the next step is a meeting with Marsha, Trevor, Frank, and Jonathan Young.

Agritourism Update: Last month it was mentioned that a new page was added to our website promoting agritourism. We get visitor phone calls inquiring, and many Gilroy organizations say they don’t offer, due to liability and insurance purposes. The idea was pitched to the WSCV as another way to draw interest. 2 sites already agreed to participate.

New officers for official purposes: Motion to accept Eric Gebhardt, Mark Jacobsen, Trevor Van Laar, Dave Peoples, Frank Johnson as new signatories for insurance and other official purposes- Motion to approve: Victoria Valencia , Second: Don Delorenzo. Approved unanimously.

#### New Business

New Board member- Nominations and Discussions: ED Johnson forwarded a written Bio to Board members for Michele Campbell, submitted by GDBA. Vote to accept Michele Campbell as a new Board Member representing Gilroy Downtown Business Association. Motion to approve: Dave Peoples, Second: Victoria Valencia. Approved unanimously.

IPW update: May 3-7, 2024, at the Los Angeles Convention Center in Los Angeles California. This tradeshow marketplace is a wonderful opportunity for DMO’s and tour providers. As a member of the Central Coast tourism committee, we are partnering with Visit Morgan Hill and Gilroy Gardens to participate in this world-famous trade show.

New wraps are up at the outlets, one panel was updated to include Taprooms. An upcoming AD in GMH Today will feature downtown Gilroy Taprooms.

BM Lira: The Gilroy Premium Outlets has a new sign that was installed a few weeks ago.

Approve City CPI budget increase: ED Johnson reports the City of Gilroy approved an increase of 5.5983% due to consumer price index increase from the Bureau of Labor Statistics. Motion to accept: Trevor Van Laar, Second: Dave Peoples. Motion passes unanimously.

Mercury News co-op with City Chamber: ED Johnson reports \$40k from City of Gilroy, \$10k from the Gilroy Chamber of Commerce, \$10k from Visit Gilroy will fund an AD in the San Jose Mercury news quarterly insertion and San Jose Business Journal. A Newspaper AD with QR code leading to a landing page, with all business opportunities in Gilroy with a video. This AD will be digital as well, to put on all socials, with trackable data and metrics. Visit Gilroy will be fine tuning AD information to align with Chamber guidelines.

## Staff Reports

Executive Director July 2023 Report: ED Johnson reports enthusiasm for the Taco Trail map, but difficulty to get participation from all restaurants to keep information current. A 10th annual local Taco Crawl is occurring, but they foresee staying small and not growing as a big destination draw. Mary Gurrries is going to take photos and video clips along with Taco Crawl goers, to promote in other ways. There is an opportunity for volunteers and nonprofits to create a larger Taco Crawl, but logistics of planning and preparation would need to be addressed, as well as Taco Trail business' cooperation. The Renaissance Faire: ED Johnson reports collaborating with a Faire official to get video footage to post and promote on our social media outlets to boost our hotel occupancy during the Faire season. Visit California Steering Committee: The goal of this committee is to gather resources from local DMO's to market the region. On September 1st they will visit Gilroy. expanding itinerary, adding Downtown at the urging of ED Johnson. Gilroy Gardens offered their boardroom for their use along with a tour of the park. Chitactac-Adams Heritage County Park is another stop, as they were connected with the Santa Clara County Head of Education, to explore Native American site education. Terra Amico Farms is another stop, following interest for sustainable, organic, and regenerative farming. Downtown Gilroy where BM Victoria will meet with the group and show them around, then to the Gilroy Premium Outlets, and the California Welcome Center. Mural Unveiling: Happening tonight at the Third Friday Art Walk, MANOS will unveil a new mural. Open Mic. Night will be hosted at Cafe 152 as part of the Third Friday Art Walk. Railroad Alley is a host to many murals, with more added in the coming months. Visit Gilroy has a blog written about murals, and it's a project that we can expand on soon. Downtown Gilroy Beer Festival: The Beer Crawl has been rebranded, and the festival will occur on October 14th. Costumes will be encouraged, and this will be a Halloween affair. Sister City Meeting: BM Dave Peoples helped facilitate a meeting which took place at the Boggs house. Visitors from France attended, they loved to visit Gilroy as the last stop on their 10-day road trip started in Colorado. Occupancy Report: Last month our surrounding sister cities all reported a decrease of 5-6% for July, and Gilroy had an increase of 5-6%, for a general 10% lead in hotel occupancy among our sister cities, many hotel guests being construction workers. The Gilroy Garlic Festival Association's "A Blossoming Affair- Dinner in a Cherry Orchard" is happening this weekend. Tamal festival is happening September 30.

CWC Gilroy Manager July 2023 Report: CWC Manager Susan Childers reported walk-in's 1,714 visitors, up 6.8% PM. \$4,480 in gross sales, decrease of 16% PY. At 125.6% of monthly budget, as well as annual

budget, starting our new fiscal year. 187 retail sales, 32 being international. 242 international guests, from 32 countries. Top visiting countries: Germany, Mexico, China. 538 pieces of collateral distributed through Leads as well as community outreach, and local hotels and businesses. ED Johnson adds that Mexico being in the top 3 visiting countries is aligned with what travel reports anticipated, also stating there is more disposable income available.

Tourism and Community Engagement Report: Mary reported that most activities in this report were carried out by Madeline, as she was here through the end of July. The monthly E-Newsletter promoted fireworks & family fun in Gilroy this month, and the Chamber "Business Focus" article talked about Gilroy being a great community for businesses and their employees. The blog this month highlighted the Gilroy Rodeo and Western experiences in town. Data analytics show 1,085 visitors. Top blogs: Horseback Trail ride & Wine tasting, blog homepage, Gilroy Rodeo and Escaramuza El Centenario, & Gilroy Fruit Stands. Top traffic sources: Google/organic, Direct, Newsbreak app. July's meetings included the Holiday Festival & Parade committee: July 11 & 26, WSCV Board Meeting: July 13, GDBA: July 25, Third Friday Art Walk committee: July 31 & July 7. Webinars attended this month: Destination Analysts July 12, and Travel & Adventure Show Series July 26. No collateral was distributed this month.

#### Board Member Reports

BM Michelsen: The Gilroy Economic Development is winding down, and working with the Chamber now, converting funds to the Chamber so they can take over the economic development. The Economic Development Department has a long history in Gilroy; originally funded by the city, but over time was able to be funded by their partners.

BM Peoples: some fun new paint going on Downtown, not just murals, but buildings, and it's refreshing with this new vibrant color palette that improves the aesthetic. Gilroy Cemetery added a new tour, with a self-guided tour coming in the next year. Old Gilroy Cemetery is the burial place of John Gilroy along with lots of Gilroy history.

BM Avelar: Cordevalle is adding 8 new pickleball courts, hopefully completed by next May. A new partnership with OceanWise will offer sustainable seafood options. Guest room renovations were completed this past May.

BM Van Laar: Gilroy Garlic Festival Association was at the Gilroy Rodeo serving Festival-themed food items. The Farm to Table dinner is this Saturday night, with possibly 1 more event in October.

BM Cline: The City of Gilroy just passed the new Sidewalk Vendor Ordinance, which will be on the consent calendar on Monday, effective next month. Staff will follow up with how this will be enforced, and the money behind it. Clarification is greatly needed for many different community businesses, vendors, restaurants. School has started, and the no-camping ordinance has been in effect. Police presence at I.O.O.F. for the first day of school with no incidents. It's clarified that sidewalk vendors are different from food truck vendors, which is an upcoming topic. Update on Gourmet Alley: package regarding bids for construction going out soon, be prepared for construction over the next 6 months by June 2024, and a new parking lot at 4<sup>th</sup> and Monterey. Psycho Donuts are still progressing with their architectural plans for their new location in downtown Gilroy.

BM Delorenzo: There are six upcoming events scheduled for the next several weeks among the Gilroy golf courses. A "First Tee" fundraiser took place at Gavilan College securing a \$10,000 grant from First

Tee for making improvements, with another fundraiser in the works. Gilroy Foundation "Fire and Ice" event coming September 23, at Guglielmo Winery.

BM Lira: Back to school season is wrapping up at the Gilroy Premium Outlets. the Welcome Center helped with their Receipts and Rewards program on the weekends, which ended early due to running out of gift cards - a good thing!

BM Scariot: Secured Gavilan theater for the PJIFF opening ceremony with a choir and symphony, as well as for youth and student films. CMAP update: Rob Campbell is acting as interim ED, and CMAP is working with a consultant to find a permanent candidate.

BM Valencia: A Ribbon cutting for PostNet is happening next week. The Spice of Life Gala coming up has limited tickets left, with 2 of our Board members among recipients. "The Retail Coach" contract update: Economic Development Analysis' initial data shows significant change in Gilroy since the beginning of the pandemic, more updates to come after a tour and round table discussion on August 28-29. Two businesses passed on developing in Gilroy, settling in Monterey instead, but Gilroy shows to be a growing contender for incoming business. Psycho Donuts aims to open for business within the next year.

BM Mace: Vine to Wine event coming November 4<sup>th</sup>. Local tasting rooms are doing well, noting outdoor venues have challenges due to hot weather.

Thank you to Board members, it's recognized that all are volunteers, and it is much appreciated.

Adjourned: 9:12AM