



Board of Directors Meeting Minutes
Thursday, July 18, 2024
Hampton Inn & Suites

Call to order: 8:04 AM

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, July 12th, 2024, at 5 PM at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Brent Bonino, Cameron Childers, Chantelle Mace, Don Delorenzo, Eric Gebhardt, Jane Howard, Kurt Michielssen, Mattie Scariot, Michele Campbell, Sarah Lira, Trevor Van Laar.

Absent: Dave Peoples, Mark Jacobson, Mike Patel, Tom Cline.

Staff: Executive Director Frank Johnson, CWC Manager Susan Childers, and Tourism & Community Engagement Coordinator Mary Gurries.

Board Advisors and Guests: Victoria Valencia- City of Gilroy, Jason Raby- Articulate Solutions, Mike Sanchez- CMAP TV

Public Comment: Mike Sanchez of CMAP TV – His presentation showcased the dynamic way that the community media center can be a 1-stop collaboration toolkit to help empower your small business marketing and action plan. Standing for Community Media Access Programming, CMAP is more than a Public Access Media TV center that offers a variety of classes, music shows, and film school, with plenty of meeting and co-working spaces – they are actively engaged with the community events that surround their downtown Gilroy location. Contact Mike Sanchez for further information - info@cmap.tv

June 2024 Google Analytics Report and June Marketing Activities – Jason Raby: Website Traffic- 1% decrease compared to prior year. Top traffic sources for June: Google, Organic, Google Ads, and Direct. Top pages visited: Garlic City Car Show, Homepage, Show and Shine Car Show event, and 33 Things to Do. Device usage for June: Mobile-80%, Desktop 19%. Mobile traffic usually increases in summer, with many referrals for the Gilroy Gardens web page. Marketing in June covered the Garlic City Car Show and the Heart of Gilroy Festival. Social media had a 58% increase in impressions on Instagram and a 29% increase on Facebook. Articulate also drafted a 1-sheet information guide for bus drivers and tour companies and is ready for the new Visit Gilroy branding when it becomes available. Next month we will have the Heart of Gilroy ad campaign results.

Consent Calendar

Approval of June 20th, 2024, Board Meeting Minutes- Motion to approve: Kurt Michielssen, Second: Jane Howard. Approval of June 2024 Financial Reports- Motion to approve: Jane Howard, Second: Trevor Van Laar. June 2024 Minutes and Financials approved unanimously.

Old Business

Website and Branding Update: Things are on track, so by this time next month, we may have a new logo. Many new features will be usable by our community partners, like a virtual bulletin board and communication. An additional feature for direct-booking and accommodation sorting is being explored as an extra.

Downtown Uber Program: The program will be continued through July, in an effort to alleviate parking in Downtown Gilroy amid the Gourmet Alley construction project. Thanks to a partnership with the City of Gilroy, a \$10 discount on Uber rides from within 20 miles of a downtown Gilroy destination has been offered through an Uber promo code since early May 2024.

Kiosk update: Very cool new technology is in the California Welcome Center now and in the stage of fine-tuning its data configuration. The interactive kiosk will let visitors search and discover Gilroy tourism offerings and help build itineraries.

Video Production: We are working with Articulate Solutions on content acquisition for Gilroy events and offerings, and planning to bolster our content library with that we don't have yet. Simpleview is analyzing top searches for Gilroy guide content production.

New Business

Strategic Marketing Plan: We're looking to work with Verdin Marketing, which has been successful with other destinations like Visit Atascadero, Visit SLO, and Santa Ynez Valley. Board Members will be sent an information packet with more about the company and its process.

Hotels update: Board Chair, Eric Gebhardt, gives the update that all hotels are trending 10%-15% low and is felt across the hotel industry.

Influencer Update: The Instagram Reel on Downtown Gilroy Taprooms now has over 300,000 views and shows that discourse in the comment's section boosts engagement overall. A hearing-impaired influencer recently made a beautiful Reel with Gilroy Gardens, Wineries, downtown Gilroy, garlic, and tacos. Coming up, a family from Southern California will come to make several Reels about San Juan Bautista days trips while you "Stay in Gilroy", and a Gilroy Gardens visit.

Group Experiences update: The Farm-to-Table dinner events at Terra Amico Farms in San Martin are the only local option for Farm-to-Table offerings, set up with an on-site kitchen and a beautiful venue. Bus Tours, and larger travel groups continue to mention this as a high-demand experience in a destination. This is a key tourism offering as well as a local business collaboration opportunity.

Staff Orientation of Downtown: Executive Director, Frank Johnson, will give a tour of downtown Gilroy to the Welcome Center staff members this evening. Familiarizing staff with key spots downtown is the best way to help them send visitors looking for a particular experience, or something new.

Ale Trail and Gamification: A new idea to identify and gamify an Ale Trail for the unique taprooms and breweries in Gilroy is being worked on. Participation would be incentivized with a prize, and sponsorship will be explored.

Staff Reports

Visit Gilroy Executive Director June 2024 Report - Frank Johnson: Thank you to the Gilroy Downtown Business Association for the gift of several VIP tickets to the Heart of Gilroy Festival happening this Sunday. Reading emailed notes on behalf of Victoria Valencia from the City of Gilroy: There will be two events for downtown Gilroy this week. The Pachuco Car Show on Friday, and the Heart of Gilroy Festival on Saturday. Gourmet Alley is set to be completed by the beginning of October, and if you are interested in learning more about new policies regarding Food Trucks, there is a City Council meeting on August 19th. The latest Spotlight with the mayor covers economic development over the past few years.

CWC Gilroy Manager's June 2024 Report - Susan Childers: June Walk-in Numbers were down by 10.8%, yet retail sales were up 14.5% compared to prior month. Price increases of vendor products are being monitored and adjusted according to vendor suggestions and pricing. June Retail Sales: Gilroy-40.6%, other CA resident-30.7%, out-of-state -14.6%, International-14.1%, all equaling 192 total retail sales. We had 119 international visitors, from 25 different countries. Top visiting countries were China, with 6 groups totaling 18 people, Japan, with a tour bus of 14 people, and Mexico, with 5 groups totaling people 12. We are at 130% of our monthly budget, and 113% of our annual budget. Deliverables- 518 pieces of collateral were dispersed through Yosemite Journal leads, IPW, and hotel & community outreach. Quarterly Report: Walk-in numbers 3,059 for April-June, down 26% compared to the same quarter, previous year. Saturdays remain the busiest days, followed by Sundays. Quarterly Retail Sales were \$10,618.93, up 5% from the same time last year. The top retail vendors are the California Welcome Center items, Gilroy Logo items, and Casa de Fruta products. Lastly, we are in the process of hiring a new employee for the part-time welcome center staff.

Tourism and Engagement Coordinator June 2024 Report - Mary Gurries: Supplemented the social media calendar with 8 Facebook and Instagram posts, including 3 Reels. Attended and prepared monthly update reports for board meetings of the Gilroy Downtown Business Association, and the Wineries of Santa Clara Valley. Articles: For the Gilroy Chamber of Commerce- "New Art Ventures in Downtown Gilroy". Meetings and Committees: Third Friday Art Walk committee, zoom meetings with Simpleview INC., Wineries of Santa Clara Valley, Articulate Solutions, planning committee for the Heart of Gilroy Festival, and the Gilroy Downtown Business Association. June Blog statistics- Blog users were down 10% over the prior month. Top Blogs: "gilroy-fruit-stands", "gilroy-gardens-theme-park", "breakfast-hot-spots-in-gilroy", "trails-near-gilroy-waterfall-loop".

Board Member Reports

BM Lira: "Top-a-Lot" frozen yogurt and CEFCU Credit Union should be ready to open soon. The back-to-school promotion "Receipts and Rewards" will return this year, running from August 2 – 18.

BM Mace: Coming up on July 27th is the Wine Auction event hosted at Clos La Chance Winery celebrating the Wineries of Santa Clara Valley. The annual Vine to Wine event is moved up to September 1st at a new location in San Pedro Square, Downtown San Jose.

BM Childers: The Good Neighbor Days and Educator Appreciation Days are some new promotions aiming to boost attendance at Gilroy Gardens. Promotion for the 25th Anniversary season coming in 2025 with start in a few weeks with opening sales for the 2025 memberships.

BM Howard: The Chamber of Commerce has seen a great increase in memberships lately, thanks to a partnership with the city of Gilroy where businesses applying for a new license can get a one-time rate for a year of membership at the Chamber of Commerce. Also, the Chamber Board Members want to give back to the Circle of Influence partners and will host a luncheon at Cordevalle. The next Ribbon Cutting will be for South Bay Barber College in downtown Gilroy on August 2nd.

BM Scariot: Just got back from China with a group of 14 from the United States, and met with the International Chamber of Commerce there, and made connections with many entrepreneurs. There are already 20 film submissions for PJIFF 2025, and we are planning a mixer in Los Angeles for sponsors, partners, and filmmakers. In the fall, the PJIFF Queer Fest is October 11th-13th at the Pruneyard Cinemas in Campbell. Lastly, Mill Valley will be showing a group of the PJIFF Animated Shorts two times at their own Film Festival, with a special profile about Poppy Jasper International Film Festival.

BM Bonino: Hitting our summer stride, we are harvesting corn and garlic, with tomatoes right around the corner. Like many partners, sales are generally down, but traffic heading home from Gilroy Gardens gives a spike in sales as they usually do. Planning their pumpkin patch for the fall is in full swing, and a partnership with Little Uvas Vineyards will soon bring a wine-tasting experience to LJB.

BM Van Laar: For the Gilroy Garlic Festival Association, the Pasta Feed is the next event coming up at Gilroy High School, followed by the KRTY Songwriters Night at Clos la Chance, and the Cherry Orchard dinner in September, and being a food vendor at the Gilroy Rodeo in August.

BM Campbell: The Clove Art Complex and Café Motif is having their Grand Opening event tomorrow, as a nice addition to our downtown. Pour Me Taproom has reopened after the reconfiguring construction. American Marketing Productions is still relatively new to downtown, and Workingmans Emporium is looking nearly ready to open. The Downtown Live Concerts continue every Thursday night until mid-August. Finally, the Heart of Gilroy Festival is happening this Saturday in downtown Gilroy, with the Wine Walk inside many downtown businesses, Beer and Bubbly Garden, VIP section, and much more. Next year, this event will be in the spring.

BM Michielssen: In the latest newsletter from the mayor, a part talks about the history of the EDC and its funding, with new interest on the horizon. The EDC was involved with the Power Center, Sharks Ice, and has historically done so much for Gilroy, and continues to work with the Chamber of Commerce on Economic Development interests for Gilroy.

Adjourned: 9: 27 AM