



Board of Directors Meeting Minutes
Thursday, June 20, 2024
Hampton Inn & Suites

Call to order: 8:07 AM

Report on posting of the agenda: ED Johnson announced the agenda was posted on Friday, June 14th, 2024, at 5 PM at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Cameron Childers, Dave Peoples, Don Delorenzo, Eric Gebhardt, Jane Howard, Kurt Michielssen, Mark Jacobsen, Mattie Scariot, Michele Campbell, Sarah Lira.

Absent: Brent Bonino, Chantelle Mace, Mike Patel, Tom Cline, Trevor Van Laar.

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

Board Advisors and Guests: Jason Raby- Articulate Solutions.

May 2024 Google Analytics Report and May Marketing Activities – Jason Raby: Website Traffic- 12% decrease compared to prior year. Top traffic sources for May: Google, Organic Search, Car Show Ad's, and Direct. Top pages visited: Garlic City Car Show, Homepage, Show and Shine Car Show event, and 33 Things to Do. Device usage for May: Mobile-76%, Desktop 20%. The Co-Op Ad with the City of Gilroy, The Gilroy Chamber of Commerce, and Visit Gilroy has been published, focusing on the Wineries. Social media had about 50% increase in impressions, with the biggest attractor being the Car Show. Car Show Ad Campaign Total Clicks: 6,167. Event Landing-Page Views: 7,244.

Consent Calendar

Approval of May 16th, 2024, Board Meeting Minutes- Motion to approve: Dave Peoples, Second: Mark Jacobsen. Approval of May 2024 Financial Reports- Motion to approve: Jane Howard, Second: Don Delorenzo. May 2024 Minutes and Financials approved unanimously.

Old Business

Website and Branding Update: Simpleview visited last week for two days. Day 1, Frank took them to Mt. Madonna, Chitactac Adams, Gilroy Gardens, Wineries, Gilroy Premium Outlets, and the Downtown Live Concert. Day 2, was breakfast downtown with Jane Howard and visits to the Neon Exchange, The Clove, and Moya Art Gallery #2, lunch with Victoria Valencia and Eric Gebhardt, more Winery visits, Mummy Mountain, LJB Farms, and San Juan Bautista. They took photos throughout their trip, capturing Gilroy from a fresh perspective. San Juan Bautista has potential to be a day-trip

excursion from Gilroy. Simpleview now has access to our Google Analytics to track current web users and compare to search terms in our area. Our new logo could be ready as soon as August 6.

Downtown Uber Program: Currently 38 trips have been taken using the promo, which is a promo code for \$10 off an Uber ride to Downtown Gilroy from within 20 miles. The program is currently set to expire, with the possibility for extension.

New Business

Influencer Update: Several recent Influencer posts have performed very well. Featuring the Downtown Taprooms and Breweries, Chitactac Adams, and Mount Madonna Hiking. Saves and Shares are leading indicators for going viral. Future ideas will feature Gilroy as a “hub” for day trip to Monterey and other places.

Mexican Cuisine / Hiking / Biking photos: A photographer has been hired to gather updated quality photos for the pillars of Gilroy’s offerings, and our library has now been bolstered with new content.

Co-Op Update: The Wineries of Santa Clara Valley were featured, in the latest installment of the San Jose Mercury News Co-Op between the City of Gilroy, The Chamber of Commerce, and Visit Gilroy. The print Ad ran 3 times before Memorial Day weekend, and on LinkedIn with nearly 58K impressions.

Video Production RFP: Now that our Branding is underway, we can set out to plan on spending money on quality updated video content. Visit Gilroy will be hiring Articulate Solutions to create approximately 4 videos with different focuses: Gilroy as a Hub, Gilroy is for Families, Gilroy is fun for Couples, and overall Gilroy offerings. Simpleview may guide ideal points to highlight.

Group Experience update: Currently in talks with two different bus companies about stops in Gilroy. Also in development is a Farm-to-Table experience with Terra Amico Farms, who already provide it. Art Gallery experiences and cultural highlights are also being explored with Moya Art Gallery, and Chitactac Adamas Heritage Park.

CWC Budget Approval*: A new budget allows for new video production and marketing efforts to go along with our new branding, as well as other day-to-day costs. Board Member Howard notes additional funding due to CPI adjustments, slightly increasing the budget.

Approval of the California Welcome Center Budget- Motion to approve with inclusion of the figures from the City regarding CPI – First: Jane Howard, Second: Kurt Michielssen. CWC Budget approved with the revisions.

Star Report - Chair, Eric Gebhardt: May and June are down, with no indicator of an upward trend in the foreseeable future. Sharks Ice will be a great thing in the future, to bring sports tournaments and overnight stays up in Gilroy.

Staff Reports

Visit Gilroy Executive Director May 2024 Report - Frank Johnson: The City is looking to hire a company to audit the TBID tax collected by hotels. Also, Executive Director Johnson is a part of the SV Creates grant-approval process again this year. The Morgan Hill Wine Trolley is showing true potential and will fill a great need for winery tours in the area. Visit California will be putting an interactive Kiosk in the

Welcome Center tomorrow, giving visitors the ability to customize their trips in and around Gilroy. Lastly, we can elevate five aspects of regional historical significance – Executive Director Johnson is presently working with a Gilroy historian on a written piece to be a part of our new website.

CWC Gilroy Manager’s May 2024 Report - Susan Childers: May Walk-in Numbers were down by 36%, yet retail sales were up 5.8%. Price increases of vendor products are being monitored and adjusted according to vendor suggestions and pricing. May Retail Sales: Gilroy-37.5%, other CA resident-34.7%, out-of-state -18%, International-9.7%, all equaling 144 total retail sales. We had 109 international visitors, from 24 different countries. Top visiting countries were Mexico, India, and China. We are at 102% of our monthly budget, and 111% of our annual budget. Deliverables- 2,163 pieces of collateral were dispersed through Yosemite Journal leads, IPW, and hotel & community outreach. The new CWC Gilroy products, Gilroy Socks and Gilroy Hats, are doing okay in sales.

Tourism and Engagement Coordinator May 2024 Report - Mary Gurries: Supplemented the social media calendar with 5 Facebook and Instagram posts. 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- “Future Forecasting for Tourism in Gilroy”. The Know Your Pouter feature for May was Mandy, from L&M Vineyard. Assisting with itinerary building for Simpleview INC. Visitors, which ended up being a very positive and educational experience. Meetings and Committees: Garlic City Car Show, 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. May Blog statistics- Blog users are up 40% over the prior month. Top Blogs: “gilroy-fruit-stands”, “trails-near-gilroy-waterfall-loop”, “tempo-kitchen-bar-the-pulse-of-downtown-gilroy”, “breakfast-hot-spots-in-gilroy”, “moya-art-gallery-in-gilroy”. We plan to do a follow up “Part 2” for Moya Art when he opens his new location. Feedback from the hotels about the sustainability voucher and the Uber discount program was overall positive and appreciative when I dispersed collateral for the hospitality establishments.

Board Member Reports

BM Michielssen: Next Thursday is the Economic Development Committee Board Meeting.

BM Campbell: Hearing a lot of positive feedback about the Garlic City Car Show from regular car-show-attendees, and nice comments about downtown Gilroy. Tempo has some new menu items. Savvy Sweets is actively under construction. Downtown Live on June 13th was a great success! Marketing for the Heart of Gilroy Festival is really going now, and the permit process is moving along. Pour Me Taproom is in the process of changing their taproom due to County Weights and Measures regulations. Mike at CMAP has upgraded many things, and Nacho Moya is making lots of progress in his second studio.

BM Howard: There were some differences in the way the Garlic City Car Show was produced this year, such as only serving wine-based margaritas, leaving the beer and wine sales to the downtown businesses that day. A volunteer orientation night was held at Tempo the day before the Car Show, and food vouchers to the Gilroy Bowl were given to event volunteers. Thank you the BM Mark Jacobsen and The Buzz for planning and executing a wonderful event. The Chamber will have full use

of the building again soon when the current business in the far office relocates. Finally, this Saturday is the Chamber Ribbon Cutting and Park Dedication Ceremony for Donald “Elvis” Prieto at Panchita Field in downtown.

BM Childers: May wrapped up the Field Trips program with over 3,500 students (increased by 1,700 from last year) at Gilroy Gardens. We have lot of exposure in different media avenues right now: California Road Trip Magazine, Gilroy Morgan Hill Life Newspaper, and the CA Grown Blog that came out talking about the increase of Agro Tourism in the area, the NWS/ChangeX story, as well and the Empowered program video with PBS. In-house, we are advertising with coupons and deals to boost attendance. The 4th of July weekend has lots of food and admission specials.

BM Peoples: The Sister Cities Association sent a Gilroy representative, Isabella Vieira, to Angra, Portugal, for a 10-day Festival held annually.

BM Delorenzo: Gavilan is running their First Tee program, and bookings are great with physical and online bookings. The Gilroy Golf Course old entrance directly off of Hecker Pass is closed up, and entrance traffic is routed through the new housing development. Registration for the Gilroy Garlic Festival Golf Classic on June 21st is full.

BM Lira: National Outlet Shopping Day specials were June 8-9, and that went well. 2 new stores may be coming soon.

BM Scariot: The Poppy Jasper Asian Film Festival was on June 1st in Los Altos, with about 800 people attending, showing 40 films from 14 countries. The Dances and Fashion Shows from the event were amazing and fun. Currently working on the Queer Film Festival which will be at the Platinum Cinemas in Campell, possibly in October. PJIFF submissions open in July, and ChangeX will be doing a promo video. At CMAP, Mike is doing a great job, and makes an effort to be a part of events happening downtown. The TV studio there is a great resource for promo video production and doesn't cost very much.

Adjourned: 9:27 AM