



Board of Directors Meeting Minutes
Thursday, November 21, 2024
Hampton Inn & Suites

Call to order: 8:03 AM

Report on posting of the agenda: Executive Director Johnson announced the agenda was posted on November 15th, 2024, at 5 PM at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020

Roll Call: Cameron Childers, Chantelle Mace, Danny Mitchell, Dave Peoples, Mattie Scariot, Kurt Michielssen, Michele Campbell, Tom Cline, Trevor Van Laar.

Absent: Brent Bonino, Don Delorenzo, Eric Gebhardt, Mark Jacobson, Mike Patel, Sarah Lira.

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

Board Advisors and Guests: Jane Howard- Gilroy Chamber of Commerce, Victoria Valencia- City of Gilroy.

Past Chair, Kurt Michielssen, facilitates today's meeting standing in for Chair, Eric Gebhardt.

October 2024 Google Analytics Report and October Marketing Activities – ED Johnson: We had a very good month, largely due to the La Ofrenda Festival Ad campaign. Included in the Board Packet is a breakdown of our website analytics, with impressive numbers for our business type. Organic web traffic is healthy. The current Ad campaign is for the Holiday Festival & Parade.

Consent Calendar

Approval of October 17, 2024, Board Meeting Minutes – Motion to approve: Mattie Scariot, Second: Danny Mitchell. Approval of October 2024 Financial Reports – Motion to approve: Dave Peoples, Second: Trevor Vann Laar. October 2024 Minutes and Financials approved unanimously.

Old Business

Website, CRM, and Branding update – The new website prototype is complete and anyone wishing to review it, please reach out to ED Frank Johnson. The same goes for the Branding elements and CRM listings and content.

POS Update – The server, computer, monitor, credit card machine upgrades are now finished, coming out to under \$6,000.

Audit Update – Materials Sent – The process continues to progress. The city has recently hired a company to audit the TBID.

Holiday Party – Scheduled for December 12th at the Clove Art Complex. Please let us know if you'll make it. \$25 per person for food.

Trails Update – We now have Wine and Beer glasses in stock for the Passport prize incentives. The goal is to launch at least the Ale and Wine Trails before the website launches. The Mural Trail suggestions we've compiled have been sent to the Arts Council for a chance to comment and contribute. Discussions about different categories of "public art" to be considered in the future but focusing on murals for now.

Sharks items in Store – Some "Fan Gear" for the Welcome Center was presented for the Board to review. Unanimous sentiments about carrying items that are likely to sell and not compete with other Gilroy Premium Outlets retailers.

Motion to approve select items of SJ Sharks Fan Gear to be sold in the California Welcome Center: Dave Peoples, Second: Michele Cambell. Approved unanimously.

Visit Gilroy and the Chamber of Commerce were able to attend an exhibition game at the SAP Center following a meeting with the SJ Sharks organization.

New Business

Gourmet Alley update – Thank you to the Gilroy Downtown Business Association and the City of Gilroy for their commitment to enhancing this downtown space. Visit Gilroy spent several hundred dollars towards promoting the ribbon cutting and expo event to surrounding areas, pushing the knowledge of growth and progress in our downtown. Lighting upgrades and other fixtures to come; any ideas from the community for innovative use and improvement to Gourmet Alley can be directed to Victoria Valencia with the City of Gilroy.

Marketing snapshot – Included in the Board Packet is a Marketing Snapshot of top projects: Website (CMS), CRM, Branding, Photography & Video, and Media Buys.

Website Audit – The Verdin team did an audit of our website analytics showing the health of our SEO data.

No December meeting – Please join us for the next Board of Directors meeting scheduled for January 16th, 2025.

Staff Reports –

Visit Gilroy Executive Director October 2024 Report – Frank Johnson: There will be no December Board Meeting. Hotels were up 4% last month over the previous month. Verdin has proposed a new creative messaging to consider. Regarding our tagline "Gilroy, a community with a spice for life" has been discussed is regards to relevancy, and if we should change or add to it. Frank will share the Creative Brief with more detail, and Board Members are encouraged to review the messaging we'll use going forward.

CWC Gilroy Manager's October 2024 Report – Susan Childers: October Walk-in Numbers were 1,218, down 5.16% compared to prior month, gross sales were down by 18% compared to prior month, but only down by 5.3% YTD. We currently are at 88.7% of the Monthly Budget and 108.16% of the Annual Budget. California residents make up 61.7% of October retail sales. We're noticing a rise in local residents coming to the welcome center for merchandise gifts and travel information. We had 100 International guests in October, representing 22 countries. Top visiting countries were Germany, Japan, and Mexico in October. 184 pieces of collateral were dispersed fulfilling leads through Yosemite Journal Magazine, requests by phone call, and Mary's Hotel and RV distribution. Susan attended the California Welcome Centers Managers Meeting in Modesto last week, and the tour included a visit to the Modesto Welcome Center, an Agri-tour, Mural Walk, and various "tastings" in town. We welcomed visiting students from Takko-Machi in the welcome center, which was a great time. Lastly, we're looking to incorporate some local artist products in the Welcome Center, so some conversations have been started and hoping to introduce some new retailers for consideration in the new year.

Tourism & Community Engagement Coordinator October 2024 report – Mary Gurries Bejarano: We have Gilroy's annual event posters hung on our wall in the Welcome Center. Attended the Shop Local Business Expo hosted by the Chamber of Commerce at Gilroy Gardens and the Downtown Gourmet Alley Ribbon cutting. Update for the Holiday Festival and Parade: the Trail of Treats will be bigger than even this year, with over 30 businesses participating as a "stop" on the trail, and the first ever "Santa Con" starts the festive weekend inviting people to dress up on Friday night in Downtown. The Festival and Parade is on December 7th. Blog statistics- Users were nearly the same this month, up only 2% over the prior month, but up 39% compared to this time last year. Top Blog: "Moya Art Gallery in Gilroy".

No Board Member Reports.

Moved into Closed Session at 9:08 AM.