



Board of Directors Meeting Minutes
Thursday, July 16, 2026
Hampton Inn & Suites

Call to order: 8:08 AM

Report on posting of the agenda: Executive Director Johnson announced the agenda was posted on Friday, July 10, 2026, at 5PM at the California Welcome Center, 8155-6 Arroyo Circle, Gilroy, CA 95020.

Roll Call: Amber Atteberry, Cristina Cortes, Brent Bonino, Jeff Orth, Kelli Jones, Larry Imas, Mattie Scariot, Mike Patel, Trevor Van Laar.

Absent: Eric Gebhardt, Joley Rosales, Jonathan Bohnenberger, Mark Jacobsen, Terrence Fugazzi.

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

Public Guests and Advisors: Jane Howard, Raissa de la Rosa

June 2026 Google Analytics Report and June Marketing Activities – ED Frank Johnson: Social media activity is very event-responsive, with positive engagement. Website activity shows constant interest in events like *SJB Rib Cookoff*, *Downtown Live*, and *Nor Cal Ren Faire*. Newsletter campaign, 54% open rate when sent to an active/responsive audience of 3K instead of the entire 10K in database.

Consent Calendar

Motion to approve Board Meeting Minutes from June 18, 2026:

First: BM Cristina Cortez

Second: BM Jeff Orth

Motion passed unanimously.

Vote to approve June 2026 Financial Reports postponed until the next meeting on August 20th.

Old Business

RFP Update – We have 22 applications, pared down to top 2 choices with committee.

Johnathan Bohnenberger has been nominated for the Executive Board and as a Check Signer. Vote to approve –

Motion to approve Johnathan Bohnenberger as an Executive Board Member and Check Signer:

Executive Board position: Vice Chair

First: BM Jeff Orth

Second: BM Kelli Jones

Motion passed unanimously.

Wine Influencer Update – Not uncommon for DMO's to partner with influencers, our partner has 150K followers combined across platforms, sharing mainly local food content; now sharing local wine/winery content to her established regional audience. Measurable insights on social media due to her content.

FAQ section and community ask – Answering Frequently asked questions having Gilroy is mentioned in the context of other regional destinations.

Meeting Spaces Blog – The newest blog spotlights meeting and event spaces in Gilroy. Toolkit will be updated with a few recent changes.

New Business

Pitney Bowes \$1,900 – Discontinued the postage meter at the welcome center; not many mailed leads anymore. Commodity trading with forever stamps.

CEFCU Credit Union photo – They requested permission to use one of our photos for their annual calendar.

Insurance renewed – Continuing with current insurance. Stephanie Pinhero has done a fantastic job.

Hecker Pass Outdoor Event Center – In the board packet is new venue information for the newly named Hecker Pass Outdoor Events Center, hoping to reach regional event operators. The *Garlic City Car Show and Harvest Festival* will utilize this new event space for the 2026 event. Other organizations such as the Wineries of Santa Clara Valley are optimistic about opportunities.

Staff Reports

Visit Gilroy Executive Director's June 2026 Report – Frank Johnson: Thank you for the positive responses to the live video clip on Fresno News promoting Gilroy to a targeted Central Valley audience. The downtown arts scene has had recent changes; losing 1202 Contemporary at the Clove, and Moya's Art Gallery. Discussion: Downtown is still very art-forward, there is not a void of venues and events. Sister Cities update: Tecate, Baja California, Mexico is sending dignitaries and media individuals to Gilroy to attend the *Gilroy Garlic Festival*; a wonderful opportunity to rebuild relationships.

CWC Gilroy Manager's June 2026 Report – Susan Childers: June Walkin's: 994, +6.9% compared to prior year. June Sales: \$3,200, +18% compared to prior year. Quarterly Sales: \$11,220. Top visiting countries in June: China, England, and India. *FIFA* game attendees have been coming through the welcome center. Gilroy Premium Outlets update: Legend's and Old Navy are now open. Victoria's Secret to open soon. We will be looking to hire one person as a part-time staff member for the welcome center; an employee is moving on with a career position.

Tourism & Community Engagement Coordinator June 2026 Report – We promoted National Outlet Shopping Day at Gilroy Premium Outlets with a CWC social media post. Website support; FAQ page is now live, and working on focused FAQ's for popular pages, bolstering content easily picked up by AI search queries. QR tracking- most-scanned: Events Calendar, CWC Front Desk to GPO website. Meetings and Events Toolkit and new blog about event and meeting venues is now live on the website.

Board Member Reports

BM Mattie Scariot – Film submissions are open for the 2027 *Poppy Jasper International Film Festival*. A mixer is set for August 16th at Little Uvas Vineyards and DeRose Winery Tasting Room, as a thank you for Volunteers and Sponsors and to also share information for next year. CMAP update: we've vacated the previous building. Our podcast room will now be at Casa de Cultura y Arte; Marla Davies from MIX 106.5 will be supporting setup, with classes to start in August - We will be running a broadcasting, screenwriting, lighting for film, and acting classes.

BM Cristina Cortes – The 26th Annual *Garlic City Car Show and Harvest Festival* is set for September 19th. LJB Farms is sponsoring our pumpkin patch. The first 500 families will get a free pumpkin, and everyone will enjoy family friendly activities! Aiming to have 105 classic vehicles, looking for 30 volunteers. Onboarded a new Marketing & Events Coordinator, Danyelle, will be heading our digital marketing, e-newsletter, and website. Also working on a podcast. Locking in date for the *Legislative Summit*, will be on a Friday in October. The *Government Relations Meeting* info is on our website, and open to all. The Business and Education committee is re-launched.

BM Brent Bonino – We had a long Spring season, and things are really kicking off now, harvesting many things. This "super el nino" weather news is concerning. Beginning preparations for our Fall Pumpkin patch. We've partnered with the Chamber of Commerce to sponsor the Pumpkin Patch at the *Garlic City Car Show and Harvest Festival*.

BM Mike Patel – Hotels are performing well. Travel for *FIFA* did have a noticeable effect, creating last-minute overflow compression, and car show events in Monterey are coming up which will be good 4th of July weekend was great. The Fall season is looking well too.

Raissa de la Rosa – We have a new intern in the office while Victoria is on maternity leave. Updates coming to the Economic Development page on the City website and sending an email survey looking for feedback from businesses. Update on some new businesses: Boot Barn will be coming to Gilroy, and a roller-skating business will be downtown. Update on the Food Truck Ordinance: Will address how to implement the Pilot Program into the City Code. The TBID has been renewed for 2028-2037; The City contract with the Gilroy Welcome Center will be going in the consent calendar for August 3rd.

BM Larry Imas – *Barrel & Bites* worked out very well, looking to make it a twice-a-year event. *Uncorked and Uncommon*, a new event concept, will spotlight uncommon and lesser-known varietals.

BM Amber Atteberry – *Downtown Live* is continuing, we had Neverland Band last week, and we're excited for tonight's Chicano All Stars coupled with *International Night*, a collaboration with the Latino Family Fund. The last show will be a double header with two featured bands on August 13th. The *Downtown Gilroy Beer Crawl* is October 17th, and *Holiday Festival and Parade* is December 5th. Our Quarterly Mixer will be on August 25th. Gilroy Yoga will host yoga in the park every first Sunday at Donald Prieto Park, same time as the Farmers Market. Looking to eventually have Sunday sidewalk sales. Downtown beautification updates: Funding efforts, and hand-painted barrels with plants/succulents. Looking to create a committee to enhance the beautification of downtown.

Jane Howard – *Cherry Jubilee* event ended July 5th, numbers and reports look very good for this event, award-winning last year. The education foundation is moving forward and progressing with policy creation and grants, more to report soon.

BM Jeff Orth – A note of thanks; Tommy Montoya has helped with downtown beautification. Still looking to activate the Gourmet Alley between 4th & 5th.

BM Kelli Jones – Performance Foods *Family Fun Day and Rodeo* is scheduled for July 25th. Very glad to have participated at the business expo at MOHI Ranch. Partnering with Chamber of Commerce to supply some items at the *Garlic City Car Show and Harvest Festival*.

Adjourned: 9:30 AM