

**Gilroy Downtown Business Association
Board of Directors Meeting
Tuesday, November 1, 2011
5:30 p.m. – Regular Board Meeting
Location: Gilroy Chamber Board Room**

MINUTES

Roll Call

The meeting was called to order at 5:30 p.m. by Chairman of the Board, Eric Howard. Board members present were Board Members: Eric Howard, Amber Madrone, Larry Mickartz, Gary Walton, John Tomasello, Dave Peoples; Ex-Officios: Mayor Al Pinheiro, Jane Howard (Gilroy Visitors Bureau), Susan Valenta (Gilroy Chamber of Commerce), Tammy Brownlow (Gilroy Economic Development Corporation), and Police Chief Denise Turner

1.0 Consent Calendar (Action)

1.1 Approve minutes of September 6, 2011 and October 4, 2011 Board meetings

After review and discussion, it was moved and seconded to approve the September 6 and October 4, 2011 Board minutes. MSC.

2.0 New Business

2.1 Presentation by Tony Marandos of the Bicycle and Pedestrians Committee

Tony reported that the Bicycle and Pedestrian Committee has set a goal of having Gilroy be a bicycle-friendly community. Strategies include creating a bike map and installing additional bike racks. Gary Walton volunteered to sit in the meetings and provide input.

2.2 Part-time Administrator

Larry Mickartz provided an update on the recruitment process. The screening committee will conduct interviews and bring recommendations back to the full Board.

2.3 Loading Zone – Gilroy Flower Shop

After a report from Gloria Espino of the Gilroy Flower Shop, Mayor Al indicated that he would contact City Administrator, Tom Haglund and have the requested curb site re-painted yellow as it had been in the past.

3.0 Ex-officio Updates

3.1 City of Gilroy – Mayor Al

Mayor Al reported that Gilroy sales tax increased 9.7%, a healthy increase for the community. A project for the 152/156 bypass is underway with the communities of Los Banos, San Benito County, and Santa Clara County. Initial funding was received with additional funding to be secured. The modality project creates a 4-lane highway and safe routes for trucks and cars.

Presentations have been given to organizations in support of the paseos. All presentations have been well-received, and preliminary funding has been committed.

The Adopt-A-Box program is going well, and a downtown location should be completed in Spring 2012.

3.2 Gilroy Chamber of Commerce – Susan Valenta

Susan announced the 2012 Spice of Life award recipients who will be honored at the annual dinner on February 11 at San Juan Oaks Golf Club. A Good Egg award will be presented to the Gilroy Police Department in recognition of the Adopt-A-Box program. Board Officers for the Chamber have been selected, and include 2012 Chair of the Board, Eric Howard. Susan further reported that she participated on the Arts Panel discussion held in October.

3.3 Visitors Bureau/Gilroy Welcome Center – Jane Howard

Jane reported that the Gilroy Welcome Center attracted 2,468 people since its opening. A delegation from South Korea was hosted by the Visitors Bureau and the EDC along with a tour of Olam.

The Discover Gilroy report has been released.

The Gilroy Visitors Bureau will be launching its radio promotional from Thanksgiving to Christmas through a partnership with Gilroy Gardens and the wineries.

3.4 Gilroy EDC – Tammy Brownlow

Tammy reported that the Gilroy EDC is working on their marketing program and collaterals including the website. Long range projects include the freeway signage for the auto dealers, and the EDC is currently working with the City and property owners. The GEDC will be introducing a Shop Local program as a part of the Discover Gilroy initiatives. Workshops with the SBDC are going well with the next one on Marketing for a Small Business.

Monterey Pasta has received a temporary occupancy permit. Tammy will be attending trade shows with a focus on retail. Marshall's is opening in Gilroy; larger industrial projects are in the works.

3.5 Gilroy Police Department – Chief Turner

Chief Turner was complimented on her work with Operation Garlic Press.

4.0 Committee Reports

4.1 Christmas Parade

Kersty reported that Santa will be in BookSmart to meet with the children. The parade has been extended to Seventh Street; the Special Events permit application is completed; posters are in progress; an ad in Out & About, a mention in Gilroy Today, and an editorial in the Dispatch should help draw people to the event on Saturday, December 3.

4.2 Wine Stroll

Amber reported that the committee will begin meeting next month.

4.3 Fun Run Car Show

John reported that the committee is working on a possible date.

4.4 5th Street Live

No report.

4.5 Farmer's Market

No report.

5.0 On-going business

5.1 Cameras

Denise reported that the cameras are working well and the city is looking to purchase additional units. Signage is being placed to notify the public of the cameras. It is anticipated that the camera project will be implemented by the end of the year.

The Dance Hall ordinance has had revisions, and comments are being forwarded to the City. New businesses will be able to stay open until 2 a.m.

5.2 Demonstration Garden

No report.

5.3 Trash Enclosures

Gary reported that the subcommittee met and reviewed past studies that had taken place. Mayor Al is requesting City staff to pull prior information; additionally, a discussion with Recology needs to take place regarding their involvement in the initiative so that a proposal can be brought to Council. Subcommittee includes: Gary Walton, Mayor Al, Eric Howard, Susan Valenta, Amber Madrone, and James Suner.

6.0 Bright Ideas

7.0 Announcements

Sidewalks will be closed November 6, 7, and 8 from 9 p.m. to 5 a.m. for cleaning.

The newspaper stands around the downtown were discussed, and Mayor Al will check into the placement of them.

The Gilroy Gardens will hold a fundraiser on November 5.

8.0 Adjournment – There being no further business to come before the Board, the meeting was adjourned at 7:30 p.m.

Respectfully submitted,

Susan Valenta, ex-officio Board member
Gilroy Chamber of Commerce