

SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT

Board Members

John Ceballos
Rita Delgado
Phil Garcia
Gabriel Perez
Ermelindo Puente

Executive Director

Christine West

MINUTES

REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT

June 19, 2023

Veterans Memorial Building
74 West 6th Street, Gilroy, CA

5pm

CALL TO ORDER – Meeting was called to order at 5 pm.

ROLL CALL – Directors Ceballos, Delgado, Perez and Puente were present. Director Garcia was out of town and excused.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT TIME - There was no public comment.

SPECIAL MATTER

1. Exchange Club of Gilroy Special Presentation - The Gilroy Exchange Club President Lisa Stringfellow with members Elaine Bonino, Erma Charles, Lily Kawafuchi, Carol Marques and Norma Rymers presented Director Gabe Perez with the annual Blue & Gold Veterans Award for outstanding and dedicated service to the community.

CONSENT CALENDAR

1. Approve Minutes from the May 15, 2023 Regular Meeting
2. Approve Warrant List Approving Payment of Received Bills for June 2023
3. Approve Financial Statements for June 2023

Director Delgado made a motion to approve the consent calendar. Director Puente seconded the motion. The motion passed unanimously.

REGULAR AGENDA ITEMS

1. Consider and Approve a New Bike Policy for the Building
Director Ceballos made a motion to approve the proposed bicycle policy without the option for a bicycle rack in the backyard. There was no second. The motion falls to the ground.

Director Delgado made a motion to accept the proposed policy,
“Bicycles are not allowed to be parked in the building, unless approved in advance by the executive director. Bicycles are to be parked either at the bicycle rack on 6th Street in front of the Gilroy Veterans Hall or in the backyard bicycle rack. Bicycles may not remain on site when the patron isn't in the building. The SSCVMD, the Gilroy

Veterans Hall, the American Legion nor the VFW are not responsible for bicycles on site.”

Director Puente seconded the motion. Directors Delgado, Perez and Puente approved the motion. Director Ceballos abstained.

2. Review and Approve Fiscal Year 23-24 Budget

Director Puente made a motion to approve the FY23-24 Budget. Director Ceballos seconded the motion. The motion passed unanimously.

3. Staff Report

The Executive Director presented the staff report, a copy of which is attached hereto.

4. Future Agenda Items – There were no future agenda items.

ADJOURNMENT

Director Ceballos made a motion to adjourn the meeting. Director Puente seconded the motion. The motion passed unanimously. The meeting was adjourned at 6:02pm.

June 19 Staff Report

BUILDING IMPROVEMENT CAMPAIGN

Fundraising – The District received a donation for \$200 from James Garguilo since the last meeting, increasing the grand total is **\$197,367** since July 2021 in Reserve for the kitchen remodel. An anonymous donor is tentatively committed another \$100,000 - \$125,000 depending on the final estimate. As a result, the work to begin the kitchen remodel is now underway.

Kitchen Planning – The architect has an initial drawing of the kitchen. See attached. Next steps are finalizing details and developing bid documents. Early estimates for the kitchen are still \$300K. Optimistically, work could begin as early as November or December, but we'll know more by end of summer.

MARKETING

Veterans Day Parade – Planning for the Parade has begun. The theme is “Our True Heroes.” We will be promoting it at the August Chamber of Commerce breakfast meeting, thanks to Danny Molina sponsoring it.

Social Media - See Dashboard

VETERANS ASSISTANCE

Events

- VSO/VA/CalPhones – July 14 & 21, Aug. 4 & 18
- Speaker LCDR Rory Upright – July 27
- Vets and Tech – TBD
- YTD – See Dashboard

- Individual Assistance – So far this month, Staff has helped 10 veterans outside of VSO assistance.

MAINTENANCE

Mural – The grant application has been submitted and we will be notified early in July. However, work has already begun on the Egleberry Street mural. It will take Sheryl about three weeks to complete.

Broken Window – The bar window has been replaced by Cline Glass. Now it just needs to be re-tinted.

Solar – SunRun finally replaced 4 of the 5 inverters. All inverters are working. The cleaner discovered one panel was broken. SunRun is looking for a replacement panel and will schedule the work when one has been found. All of this work on maintaining the system has been at no cost. When the roof is eventually replaced, the solar will likely need to be upgraded too.

Ice Machine – The machine has been serviced and cleaned. Filters have been ordered and will be replaced June 20.

Recycling – Beginning January 1, 2024 businesses must comply with edible food recovery requirements. Staff has been working with Recology to meet these requirements because of the logistical difficulties. Staff is also working with the Chamber of Commerce to host a meeting of all interested parties – restaurants/event facilities, janitorial services and janitorial supply companies – to help all of us better meet these requirements.

Attic Fan – There was a ticking sound for about a month. Narrowed it down to what we thought was an attic fan. Had it checked out and discovered it was just an exhaust fan from the bar that was used back in the day when smoking was allowed. Not needed now that we have new HVAC system. Turned fan off. Saved the SSCVMD \$3k+.

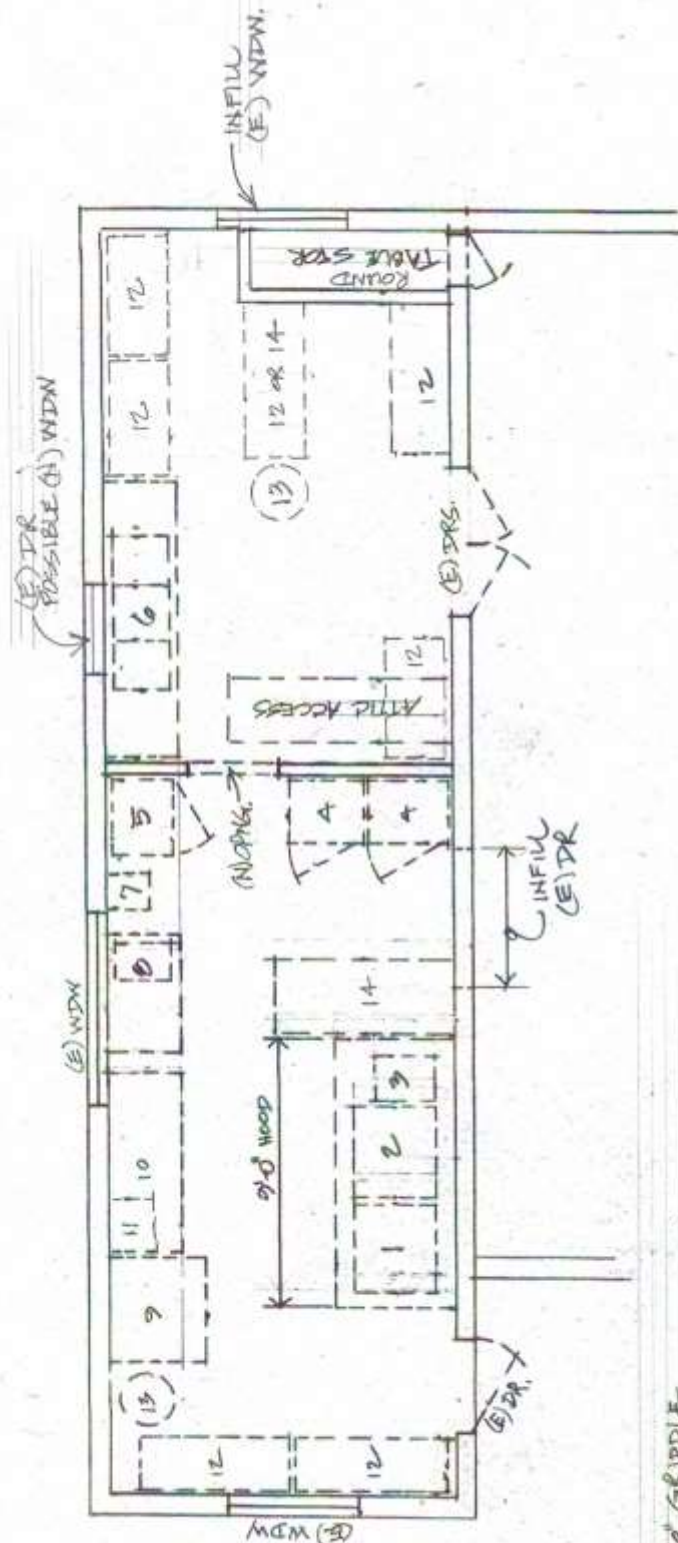
New Fence – Jesse has stained the new fence and gate, which will make it last longer.

ADMINISTRATIVE

Staffing – Staff will be out July 3-4 for July 4th holiday. Christine will be out of town June 22 & 23 and July 13-23.

CSDA Conference – The state conference is in Monterey again this year from Aug. 28-31. The cost is \$675 per person for full three-day conference or \$375 per day per person. The conference is included in the Advertising budget. Those interested must notify staff of their desire to attend by Aug. 1.

Next Board Meeting – No business for July meeting. Next meeting is August 21, 2023.



PRELIM. KITCHEN PLAN
3/4" = 1'-0"

GILROY VETERAN'S HALL
14 JUNE 2023

1. 30" GRIDDLE
2. (E) 4 BURNER RANGE OR (H) 6 BURNER RANGE
3. STOCK POT RANGE
4. REFRIG.
5. FREEZER
6. COMP. SK.
7. HAND SK.
8. FOOD PRER. SK.
9. SINGLE CONVECTION OVEN
10. WORKTOP REFRIG.
11. MICROWAVE
12. WIRE CAGE STORAGE
13. MOVABLE TRASH CONTAINERS
14. STAIN. STL. TABLE

South Santa Clara Valley Memorial District Dashboard

Indicator			
Social Media			
Google <i>(Gilroy Veterans Memorial Building/Gilroy Veterans Hall)</i>	1,134 searches in Jan–June 2023	445 Asking for Directions 533 Web Site Clicks	
Web Site <i>(sscvMemorialDistrict.org)</i>	439 visits last 30 days (78% increase)	372 unique visitors (92% increase)	Most popular page is Veterans Hall
Facebook <i>(Gilroy Veterans Hall)</i>	9 new followers	1,034 total current followers	60.4% women; 39.6% men Post reach is 2,424 in last 28 days
Nextdoor.com <i>(Military Veterans of Gilroy Group)</i>	7 new members	107 total members	
Nextdoor.com <i>(CVMA)</i>	1 new member	4 total members	
Rentals			
Rentals	Most rentals in 10 years 50% increase over FY21-22 Not yet taking bookings for November due to remodel	2022-23 - 326 rentals 2021-22 - 218 rentals 2020-21 – 60 rentals 2019-20 – 291 rentals 2018-19 - 314 rentals 2017-18 – 222 rentals 2016-17 – 214 rentals 2015-16 – 217 rentals 2014-15 – 192 rentals 2013-14 – 138 rentals	