

SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT

Board Members

John Ceballos
Rita Delgado
Phil Garcia
Gabriel Perez
Ermelindo Puente

Executive Director

Christine West

MINUTES

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

September 26, 2022

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

5 p.m.

CALL TO ORDER – The meeting was called to order at 5:05 pm.

ROLL CALL – Directors Ceballos, Delgado, and Perez were present. Directors Garcia and Puente were absent.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT TIME - There was no public comment.

CONSENT CALENDAR

1. Approve Minutes from the August 15, 2022 Regular Meeting
2. Approve Warrant List Approving Payment of Received Bills for September 2022
3. Approve Financial Statements for September 2022

Director Perez made a motion to approve the Consent Calendar. Director Delgado seconded the motion. The motion passed unanimously.

REGULAR AGENDA ITEMS

1. Approve Upgrade to Audio/Visual System in the Amount of \$1,145.63.

Director Perez noted that he will be asking the VFW Post 6309 to contribute to the cost of the upgrade for the audio/visual system. This will be brought to the membership for approval at the next meeting on Oct. 4. Director Perez made a motion to approve the upgrade regardless of VFW support. Director Delgado seconded the motion. The motion passed unanimously.

2. Executive Director Report

The executive director presented the staff report, a copy of which is attached hereto.

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

ADJOURNMENT

Director Delgado made a motion to adjourn the meeting. Director Perez seconded the motion. The motion passed unanimously. The meeting adjourned at 5:35 pm.

To: Phil Garcia, Gabe Perez, Ermelindo Puente, John Ceballos, Rita Delgado, Kirsten Powell
 From: Christine West
 Date: September 26, 2022
 Subject: Staff Report

Staff Report

BUILDING IMPROVEMENT CAMPAIGN

Fundraising – The District has received donations totaling \$890 since the last meeting and with the COVID relief money we now have \$100,955 in Reserve for the kitchen remodel.

Steve McWilliams	\$100
Cash from Recycles - Joe Loquiao	\$60
Raul Torrez	\$30
Gabe Perez	\$700
Ted Viola	\$20
Total	\$910.00

Ruck Race – Due to scheduling with the city and sponsors, the Ruck Race is canceled for this year. The plan is to schedule a year in advance for next year.

Coldwell Banker – As an off-shoot of the Gilroy Leadership project, Coldwell Banker is hosting their annual fundraising event, with the Gilroy Vets Hall as the beneficiary, on Wednesday, Sept. 28, 2022 from 11:30 am to 2:30 pm. It will include lunch, raffle and silent auction. All money raised will go towards the kitchen remodel. All board members are encouraged to be there.

Gilroy Leadership – Gilroy Leadership has selected the Gilroy Vets Hall as their project this year. They will be hosting an open house fundraiser currently scheduled for Oct. 1 from 10 am to 1pm. It will include a flag pole dedication, speakers, story boards, silent auction, benefit drawing, patriotic performance and light brunch bites. All money raised for this event will go toward the kitchen remodel. All board members are encouraged to be there.

MARKETING

Veterans Day Parade – Staff has taken over the lead on this event and will use it to promote the Vets Hall. Sponsorships and parade entries solicitation have begun. Thus far \$1,350 has been raised from sponsorships. Entries can be submitted via the District web site at <https://www.sscvmemorialdistrict.org/basic-01-1> and there are 5 entries (Color Guard, WWII Jeep w/Grand Marshall, Skylake Tree Service, Gilroy History Museum and DAR) so far. Hopefully, more will enter. There still is a lot of work to be done.

Parade Budget

Item	Expense	Donation	Balance
Opening Balance from Vets Hall			\$ 500.00
Copies of Sponsor Packet	\$ 26.19		
Chamber Mailing	\$ 562.14		\$ (562.14)
Jay Johnson & Associates, LLC		\$ 250.00	\$ (312.14)
Marie Blankley		\$ 500.00	\$ 187.86
Plumbing America, Inc.		\$ 100.00	\$ 287.86
MG Construction & Engineers		\$ 500.00	\$ 787.86
Copies Parade Handouts	\$ 16.37		\$ 771.49
Pop Up Tents	\$233.93		\$ 537.56

Veterans Art Month – Staff has partnered with Emily McEwan-Upright, who owns the art studio next door and the one on Monterey, for a veteran artist exhibit November 5-27. It will include a Friday Night Art Walk on Nov. 18. Potential veterans to participate include Joe Kline, Robert de Aragon, Jesse Sanchez, Chet Kirby and the father of Michelle Pierson. Hopefully more will participate.

Vets Resource Fair – Staff is planning a fair on Saturday, Oct. 8 from 9am to 1pm. All the regular vendors have been invited. VSOs are not likely to be there because it's on a Saturday, but the VA Mobile Medical Team will be there.

VSO/VA – The VSO had to cancel the next visit on Aug. 19 and will instead be here Aug. 26 and Sept. 2 – two weeks in a row. Staff is working with Danny Molina for a Vets Resource Fair on Saturday, Oct. 8

Readjustment Counseling –The Vet Center has been holding peer-to-peer counseling, aka Vet Briefing every other Friday. Attendance is still small but it should grow with time.

Social Media - Staff continues to maintain the Web Site (sscvmd.org) and Facebook (Gilroy Veterans Hall) pages as well as have a presence in Nextdoor.com's Military Veterans of Gilroy). Events such as VSO/VA days, meetings, etc. will also start to be publicized through the local media (Dispatch, the Patch, Today and Life) now that the building is more fully open.

MAINTENANCE

Flag Pole – Leadership Gilroy repainted and installed new flag cabling on the current flag pole. It will be dedicated on Oct. 1.

Murals – Sheryl Cathers has completed the sign for the bar and her next project will be the Women in Service display.

Vets Pantry – Food seems to be moving through faster and Michael Scalmanini is doing a good job of managing it.

Community Garden/Public Parking – Construction is progressing nicely. The projected completion is January or February.

GENERAL

Financial Audit – Staff has presented all the documents requested and CPA Kevin Brejnak is currently reviewing.

Hall Scheduling – Bookings remain steady, but we are losing some rentals to new facilities in the area. The Hall remains busy with long term rentals, such as Sportsman Chef, the Church, Stanford Blood Center, Garlic City Men’s Group. Hopefully, rentals will increase as we climb out of the pandemic. The Hall is on pace to have more than 300 rentals for the year, which would be a record year.

**Veterans Memorial Hall Rentals Fiscal
Year Comparison**

Month	Total Days	Tenant Rentals	One Day Rentals	Holidays	Days Available	Saturdays Available	Total Rentals for the Year	% Increase Over Last Year
2013-14	365	107	31	15	212	17	138	0
2014-15	365	152	40	15	158	15	192	39%
2015-16	366	147	70	15	134	11	217	13%
2016-17	365	173	41	15	136	16	214	-1%
2017-18	365	158	64	15	128	14	222	4%
2018-19	365	227	87	15	36	7	314	41%
2019-20	356	195	96	15	59	11	291	-7%
2020-21	365	2	58	15	290	50	60	-79%
2021-22	365	175	43	15	132	27	218	263%
2022-23	365	70	13	15	267	44	83	-62%

*July – Sept.

Next Board Meeting – October 17, 2022