

# **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**

**October 17, 2022**  
Veterans Memorial Building  
74 West 6<sup>th</sup> Street, Gilroy, CA  
**5 p.m.**

**CALL TO ORDER** – The meeting was called to order at 5:01pm

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

### **PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENT TIME** - There was no public comment.

### **CONSENT CALENDAR**

1. Approve Minutes from the September 26, 2022 Special Meeting
2. Approve Warrant List Approving Payment of Received Bills for October 2022
3. Approve Financial Statements for October 2022
4. Approve Resolution #24 Recommending Incumbent Directors Garcia and Perez to the Board of Supervisors to Fill the Upcoming Vacancies on the Board

Director Perez made a motion to approve the Consent Calendar items 1, 2 and 3 and to consider Item 4 separately. Director Puente seconded the motion. The motion passed unanimously.

Director Puente made a motion to approve Item 4. Director Delgado seconded the motion. The motion passed unanimously. Directors Garcia and Perez abstained.

### **REGULAR AGENDA ITEMS**

1. Executive Director Report

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

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

### **ADJOURNMENT**

Director Puente made a motion to adjourn the meeting. Director Perez seconded the motion. The motion passed unanimously. The meeting was adjourned at 5:30pm.

To: Phil Garcia, Gabe Perez, Ermelindo Puente, John Ceballos, Rita Delgado, Kirsten Powell  
 From: Christine West  
 Date: Oct. 17, 2022  
 Subject: Staff Report

## Staff Report

### BUILDING IMPROVEMENT CAMPAIGN

**Fundraising** – The District has received donations totaling \$67,816 since the last meeting and with the COVID relief money we now have \$169,471 in Reserve for the kitchen remodel.

Cash from Recycles - Joe Loquiao	\$30
Joan Lewis - Memory of Tom Lewis	\$250
Dick and Artis Miller - Memory of RPd	\$50
Joe V. Gonzales	\$200
Rita Delgado - Memory RPd	\$100
Gilroy Leadership	\$67,066
Edward Park	\$100
Ted Viola RPd - Memory RPd	\$20
<b>Total</b>	<b>\$67,816.00</b>

**Coldwell Banker** – As an off-shoot of the Gilroy Leadership project, Coldwell Banker hosted their annual fundraising event, with the Gilroy Vets Hall as the beneficiary, on Sept. 28, 2022. It included lunch, raffle and silent auction, raising about \$13,000, which is included in the overall Gilroy Leadership donation. All money raised will go towards the kitchen remodel. Board members Ceballos, Garcia, Perez and Puente.

**Gilroy Leadership** – Gilroy Leadership selected the Gilroy Vets Hall as their project this year. They hosted an open house fundraiser on Oct. 1. 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, nearly \$60K, goes toward flag pole renovation and the kitchen remodel. Board members Ceballos, Garcia, Perez and Puente.

### MARKETING

**Vets Resource Fair** – Staff coordinated a fair on Saturday, Oct. 8. There were a lot of vendors, but not a lot of veterans, due to conflicting activities. Vendors still found it valuable for the networking that took place. Staff plans to do these once a quarter, as was done before the pandemic. The next one will be in January.

**VSO/VA** – The County has not been consistent in scheduling the VSOs. The next one won't be until Dec. 2 due to holidays and training sessions.

**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 \$2,600 has been raised from sponsorships, covering expenses to date. There are still some signage and t-shirts that need to be purchased. So far there are 10 entries, with the deadline Oct. 28.

#### Parade Budget

Date	Item	Expense	Donation	Balance
	Opening Balance from SSCVMD			\$ 500.00
7/26/2022	Copies of Sponsor Packet	\$ 26.19		\$ 473.81
7/29/2022	Chamber Mailing	\$ 562.14		\$ (88.33)
8/8/2022	Jay Johnson & Associates, LLC		\$ 250.00	\$ 161.67
8/10/2022	Marie Blankley		\$ 500.00	\$ 661.67
8/10/2022	Plumbing America, Inc.		\$ 100.00	\$ 761.67
8/13/2022	MG Construction & Engineers		\$ 500.00	\$ 1,261.67
8/16/22	Vanni & Humphrey CPAs		\$250.00	\$ 1,511.67
8/23/2022	Copies Parade Handouts	\$ 16.37		\$ 1,245.30
8/25/22	pop up tents	\$233.93		\$ 1,011.37
10/4/22	50 posters	\$153.68		\$ 857.69
10/5/22	VFW Post 6309		\$1,000.00	\$ 1,857.69
10/5/22	Awareness Ribbons for vets	\$87.36		\$ 1,770.33

**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.

**Women in Service** – Girl Scout Briley Payne's Silver Project focused on honoring women in the military. She framed uniforms from the four branches. Artist Sheryl Cathers is currently working on painting the heading for the display. An unveiling event is scheduled for Nov. 19 at 2pm. All are welcome to come.

**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

**Oven Repair** – One of the oven wouldn't stay lit, so staff brought in a repair team. The pilot light was repaired and the ovens were calibrated. This is the first time this has been done in probably 10 years.

**Bingo System** – Still trying to schedule the final work to be done on the bingo system. Simply waiting for the tech to schedule.

**Bar** – Jesse built a new swinging door and installed it so patrons don't slip behind the bar. He also arranged for a new piece of art to be hung in the bar. Be sure to check it out.

**GENERAL**

**Red Barn Partnership** – Gary Walton invited Christine West to attend a board meeting for the Red Barn and invited the District to be a part of the new board being planned for the Red Barn. Remodeling is nearly completed and a new, younger board will need to take it over to operate it. Gary felt since the memorial bricks share the same parking lot that there could be some synergy there. He has invited the board to tour the facility to see if this is a possibility.

**Financial Audit** – Staff has presented all the documents requested and CPA Kevin Brejnak is currently reviewing. He is scheduled to be on site on Monday, Oct. 24

**Hall Scheduling** – Bookings remain steady, but we did lose the Church every Sunday. However, the Garlic City Men's group (NA) wants to start using Sundays as well. They are also going to provide meetings on Thanksgiving day. Baby Showers seem to be the events that are keeping the Hall booked.

**Next Board Meeting** – November 21, 2022