

SOUTH SANTA CLARA VALLEY
MEMORIAL DISTRICT

AGENDA REPORT

Date: January 23, 2023

To: South Santa Clara Valley Memorial District Board of Directors

From: Christine West, Executive Director

Subject: **Review and Approve Marketing Events for Hometown Heroes, Veterans Day, and Ruck Race**

RECOMMENDATION

Approve marketing events for Hometown Heroes, Veterans Day, and Ruck Race.

DISCUSSION

District staff has been involved in major community events that have helped bring attention to the Gilroy Veterans Hall. The committees for these events will begin planning for the next event. The Board of Directors needs to be aware of and approve the time commitment by District staff and the potential expenses for these events.

Hometown Heroes - This is the banner project featuring local veterans. It will require coordination with the City, the Gilroy Downtown Business Association and the HH Committee. Currently this project is lead by Brian Verdin of Gilroy Nissan. However, he doesn't have a process set up to manage the collection of fees and payment for the banners. Talks have not yet begun with the City, GDBA and the HH Committee. Staff suspects in order for this project to move forward, District staff will need to take a larger roll, including collecting fees and paying printing costs.

Veterans Day - The event was a huge success in 2022 and the committee has started planning for 2023. Staff provided the lead on this project and the Board of Directors committed \$500 for seed money in 2022. However, after fundraising the committee has \$2,417.37 to start for 2023 and will continue with fundraising. The committee only requests that the Board commit another \$500 so that the event can continue to grow. Staff would like to continue as lead on this event.

Ruck Race – This event fell through in 2022 due the city canceling the park rental for the event. This event was intended to be a fundraiser for the kitchen and to bring public awareness to the Vets Hall and local veterans. The Board originally committed \$5,000 toward the event. All but \$50 from the park rental fee was refunded. Staff would like to meet with Wes Piatt of Coast Range Crossfit to see about the possibility of making the event happen in 2023.