

# **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**

**November 21, 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 5:01.

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

### **PLEDGE OF ALLEGIANCE**

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

### **CONSENT CALENDAR**

1. Approve Minutes from the October 18, 2022 Regular Meeting
2. Approve Warrant List Approving Payment of Received Bills for November 2022
3. Approve Financial Statements for November 2022
4. Authorize the Executive Director to Renew Professional Services Agreement with James Gargiulo of Spectrum Business Services for accounting services.

The executive director noted that some of the bank statements have not been received yet and one needs to be clarified with the bank, so the completed financial statements will be presented at the next meeting for approval. Director Perez made a motion to approve items 1, 2 and 4. Director Garcia seconded the motion. The motion passed unanimously.

### **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 Garcia seconded the motion. The motion passed unanimously. The meeting was adjourned at 5:32pm.

To: Phil Garcia, Gabe Perez, Ermelindo Puente, John Ceballos, Rita Delgado, Kirsten Powell  
 From: Christine West  
 Date: Nov. 21, 2022  
 Subject: Staff Report

## Staff Report

### BUILDING IMPROVEMENT CAMPAIGN

**Fundraising** – The District has received donations totaling \$12,011 since the last meeting we now have \$181,482 in Reserve for the kitchen remodel.

Gloria Adame	\$100
Bingo Player Donations	\$1,261
Cash from Recycles - Joe Loquiao	\$30
John & Shirley Blaetler in honor of fathers WWII Vet Peter M. Blaetler and Korean Conflict Vet Robert C. Drewitz	\$10,000
Gilroy Elks Lodge	\$500
Richard Gomer	\$100
Terry Lenagard	\$20
<b>Total</b>	<b>\$12,011.00</b>

**Kitchen Planning** – Staff has met with the architect and a couple of cooks/chefs to discuss the needs for the kitchen. Tours of other local commercial kitchens is the next step.

### MARKETING

**Veterans Day Parade** – The first Gilroy Veterans Day Parade was mostly a success. There were 32 entries, all patriotic in some way. Officially, there were 27 veterans who participated in the parade, but many more jumped in last minute. Feedback was positive from the participants, community and city. There is already excitement for next year. The Parade was also successful financially - \$4,250 was brought in through donations and expenses totaled \$1,832.63. This leaves about \$2,417.37 to start for next year's parade. The parade was promoted in all local news publications – Gilroy Today, Gilroy Life and Gilroy Dispatch. Some publications ran more than one promotional piece and also did a follow up article. The event brought a lot of awareness for veterans in the community, as well as the Vets Hall.

**Hometown Heroes** – Staff partnered with Brian Verdin at Nissan of Gilroy for the banner project. When we couldn't get complete cooperation from the City and the Gilroy Downtown Business Association, we decided to put up just 6 banners so they could see the vision. The banners were well received by the community and in fact was the most liked post on the Vets Hall Facebook page. The next step is to roll out a complete program so that it can include about 50 banners for Memorial Day.

**Veterans Art Month** – Staff partnered with Emily McEwan-Upright, who owns 6<sup>th</sup> Street Art Studios & Art Center and Gallery 1202, for a veteran artist exhibit November 5-27. It included a Friday Night Art Walk on Nov. 18. Veterans who participated include Mark Barnes, Amy Boucher, Robert de Aragon, Patrick Goold, Emily Hopkins, Chet Kirby, Joe Kline, Joe Loquiao, Norman MacVicar, Lydia Parrish, and Jesse Sanchez. Emily reported that it was one of her most successful Art Walks. She also is planning to write a grant or an art therapy class specifically for veterans as a result of talking with all the veterans.

The Gilroy Center for the Arts also hosted a veteran focused art exhibit. Staff lent several historical pieces from Vets Hall to be included in this exhibit.

**Speaker Series** – The Vets Hall hosted the first of four speaker series presentations with LCDR Rory Upright. He spoke on the “Navy’s Role in the Era of Competition.” It was attended by about 25 people, mostly veterans. It was well received by the audience and LCDR Upright is looking forward to the next one.

**Women in Service** – Staff hosted an unveiling of the Women In Service display on Saturday. This is Girl Scout Briley Payne’s Silver Project, which focuses 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. The event had about 50 people in attendance and was well received. As a result, the Gilroy Life newspaper has also asked Briley to write a guest editorial about this project to be published in December.

**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**

**Home Depot Grant** – The Veterans Hall has been approved for another Home Depot grant. This will include a new set of doors for the Hall entrance, materials for the walls on the East and South sides of the building and labor and materials for scraping and painting of planter boxes and BBQ pit. Work is scheduled to be done on Dec. 9.

**Oven Repair** – One of the ovens was worked on in September because it wouldn’t stay lit. There are still some issues with it, so the repair will be scheduled to come back.

**Bingo System** – Bingo system still needs some work, but staff is trying to troubleshoot the most economical way to make the necessary repairs.

**Roof Leaks** – With the recent rains, staff discovered two new leaks – one in the office and one in the attic. The company that made the last repair will be contacted to make the repairs. The roof will likely need to be the next major capital improvement after the kitchen is remodeled.

**Solar Panels** – SunRun sent a technician out and noted that three inverters need to be replaced – 2 under warranty and 1 that is not. It has been a couple of weeks since that visit and they have not followed up. Staff will be reaching out to SunRun to keep them on track.

## **GENERAL**

**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.

**Readjustment Counseling** –The Vet Center is no longer meeting at the Vets Hall.

**Financial Audit** – The general audit is complete. Staff just needs to review it with the accountant and auditor before it is finalized.

**Hall Scheduling** – Bookings are picking up, but for more smaller events. Garlic City Men's group (NA) added Sundays to their meeting schedule. The Hall is booked nearly every Saturday through January, excluding holidays. This is better than pre-pandemic bookings.

**Staff Scheduling** – Christine will be off Dec. 1-5, Dec. 25-Jan. 1 and possibly Dec. 16. Christine will also be looking to hire another person to help staff events since Larry isn't always available for weekend events.

**Next Board Meeting** – December 19, 2022