

To: Phil Garcia, Gabe Perez, Ermelindo Puente, John Ceballos, Rita Delgado, Kirsten Powell
From: Christine West
Date: January 23, 2023
Subject: Staff Report

Staff Report

BUILDING IMPROVEMENT CAMPAIGN

Fundraising – The District has received donations totaling \$3,826 since the last meeting we now have \$185,998 in Reserve for the kitchen remodel.

Patrick Arredondo	\$1,000
William "Joe" Hall	\$500
David Sturla for Jack Sturla	\$500
Chet Kirby	\$750
VFW Bingo Winners	\$1,007
Joe Loquiao - Bar Recycles	\$69
Total	\$3,826.00

Kitchen Planning – Nothing new to report at this time.

MARKETING

Social Media Marketing

Web Site – In the last 30 days, there were 272 visits, which is up 5%. There were 9 clicks directly to contact info and 12% were return visits (probably from staff). Most time is spent on the Hall Page for rentals.

Facebook – 974 followers. In the last month 890 of those followers were reached, 221 were engaged (liked or commented) and there are 9 new followers. The most popular post was Freedom Paws' Crab Feed flyer, the VSO visits were second. 40% of followers are men and 60% are women.

Nextdoor.com – Under "Military Veterans of Gilroy" there are 97 members. No further analytics to report.

Google – In the last 6 months 5,101 people have viewed the Gilroy Veterans Memorial Building/Gilroy Vets Hall business page on Google. 55% did a Google search from their phone, 29% Google searched from a desktop, 12% got to our page via Google Maps from their phone and 4% via Google Maps from their desktop. The number one name used to search was Gilroy Veterans Hall, as a result, the title name was changed to Gilroy Veterans Memorial Building/Gilroy **Veterans** Hall to hopefully help searches.

Events – Staff is planning the next Welcome Home Vietnam Veterans event to coincide with Quilts of Valor on March 25. More info to come.

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 has now been scheduled for Feb. 1.

Rebuilding Together – This non-profit is looking for a veteran community center to work on for its March project. Staff is meeting with them on Wednesday to go over potential repair work at the Hall.

Roof Leaks – During the last storms the water heater exhaust vent leaked ever so slightly. Premier Builders sent a roofer out to check it and seal it, even though it would only leak with heavy rains and high winds.

Bar – Jesse painted one wall of the bar to help brighten it up.

Men's Restroom – A few months back someone leaned on the urinal divider and broke one of the brackets. A new one was ordered and Jesse replaced it. Staff also received a complaint that the soap dispensers weren't foaming. Batteries were changed and that fixed the problem. Staff has also found a constant pool of urine in the corner by the west urinal. It has been determined that possibly some of our disabled vets have a hard time standing to use the urinals, so a grab bar is going to be installed. Hopefully that will eliminate those who miss the urinals.

COMPLIANCE

Form 700 – This annual process starts. Board members and identified staff/consultants will be receiving more information on the process as the county provides it to the District.

Available Free through CSDA's On-Demand Webinars

Due Date	Ethics Training (AB1234)
2/25/2023	John Ceballos
2/28/2023	Rita Delgado
2/25/2023	Phil Garcia
2/25/2023	Gabe Perez
2/25/2023	Ermelindo Puente
3/31/2023	Christine West
Due Date	Anti-Sexual Harassment Training (AB1825)
3/25/2023	John Ceballos
3/30/2023	Rita Delgado
2/18/2023	Phil Garcia
2/25/2023	Gabe Perez
2/23/2023	Ermelindo Puente
2/17/2023	Christine West

Taxes – 1099s and W2 have been filed for 2022.

COVID Funding – The application for funding the District received in 2021 is being audited by the state. Staff has provided all the documents and information requested to date.

GENERAL

VSO/VA – The County has scheduled the VSOs, the VA Mobile Medical Team and California Phones are scheduled the first and third Fridays in February and March from 8 am to Noon.

Hall Scheduling – The Hall is already booked every Saturday and has bookings as far out as June. This is better than pre-pandemic bookings.

Next Board Meeting – February 27, 2023