

# **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**

**January 23, 2023**

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 5pm.

**ROLL CALL** – All directors were present.

### **SPECIAL MATTER**

1. Introduce New Employee Johnny Bueno  
Mr. Bueno was not available for the introduction.
2. Administer Oaths of Office for Directors Phil Garcia and Gabe Perez.  
The Executive Director administered oaths of office for appointed Directors Garcia and Perez.

### **CONSENT CALENDAR**

1. Approve Minutes from the December 19, 2022 Regular Meeting
  2. Approve Warrant List Approving Payment of Received Bills for January 2023
  3. Approve Financial Statements for January 2023
- Director Perez made a motion to approve all items on the consent calendar. Director Puente seconded the motion. The motion passed unanimously.

### **REGULAR AGENDA ITEMS**

1. Entertain Any New Questions About 2021-22 Financial Audit  
There were no new questions regarding the 2021-22 Financial Audit.
2. Review and Approve Marketing Events for Veterans Day, Hometown Heroes and Ruck Race.  
Director Perez made a motion to move forward in planning the all major marketing events, but to present to the board the specifics about the Ruck Race when they are available. Director Delgado seconded the motion. The motion passed unanimously.
3. Consider Moving District Officer Elections to January and Hold Election for District Officers  
Director Perez made a motion to move the officer elections to January. Director Garcia seconded the motion. The motion passed unanimously. Director Garcia nominated Director Perez for president and Director Puente nominated Director

Delgado for Vice President. The nominations were voted on and passed unanimously.

4. Executive Director Report

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

5. Future Agenda Items

There were no future agenda items.

**ADJOURNMENT**

Director Garcia made a motion to adjourn the meeting. Director Puente seconded the motion. The motion passed unanimously. The meeting was adjourned at 5:36pm.

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
<b>Total</b>	<b>\$3,826.00</b>

**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	<b>Ethics Training (AB1234)</b>
2/25/2023	<b>John Ceballos</b>
2/28/2023	<b>Rita Delgado</b>
2/25/2023	<b>Phil Garcia</b>
2/25/2023	<b>Gabe Perez</b>
2/25/2023	<b>Ermelindo Puente</b>
3/31/2023	<b>Christine West</b>
Due Date	<b>Anti-Sexual Harassment Training (AB1825)</b>
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