

# **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**

**February 26, 2024**

Veterans Memorial Building  
74 West 6<sup>th</sup> Street, Gilroy, CA

**5 p.m.**

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

**ROLL CALL** – Director Puente was absent. All other board members were present.

**PLEDGE OF ALLEGIANCE**

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

### **CONSENT CALENDAR**

1. Approve Minutes from the January 19, 2024 Regular Meeting
2. Approve Warrant List Approving Payment of Received Bills for February 2024
3. Approve Financial Statements for February 2024
4. Authorize Executive Director to Enter Into a Professional Services Agreement with Kevin Brejnak, CPA for 2024-25 auditing services for \$6,900.

Director Perez made a motion to approve the entire consent calendar. Director Garcia seconded the motion. The motion passed unanimously.

### **REGULAR AGENDA ITEMS**

1. Review the Preliminary Kitchen Remodel Estimate and Advise on How to Proceed  
Director Garcia made a motion to set a preliminary budget of \$400,000 for the Kitchen Remodel, allowing the executive director to move forward with the bidding and permitting process, and to accept the donation from the American Legion Association in return for the naming rights for the kitchen. Director Perez seconded the motion. The motion passed unanimously.

2. Review Bids and Authorize Executive Director to Enter into Agreement for Lead/Asbestos Testing of the Kitchen

Director Garcia made a motion to accept the All Bay Environmental bid for \$1,575 for asbestos and lead testing in the kitchen for the remodel project. Director Perez seconded the motion. The motion passed unanimously.

3. Designate a Representative for Santa Clara County Special District Association

Director Delgado volunteered to represent the District at SCCSDA. Director Perez made a motion to appoint Director Delgado as a representative to the SCCSDA. Director Garcia seconded it. The motion passed unanimously.

4. Executive Director Report

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

#### 5. Future Agenda Items

Director Ceballos requested that a status report for the Bar Council be presented at the next meeting.

### **ADJOURNMENT**

Director Delgado made a motion to adjourn the meeting. Director Garcia seconded. The meeting was adjourned at 5:47pm.

## February Staff Report

### **FUNDRAISING**

**Fundraising** – The District has received \$781 in donations since the last meeting, increasing the grand total is **\$239,445** since July 2021.

James Le Gore	\$5
Coast Range Cross Fit	\$318
Bingo Players	\$233
Bingo Players	\$225
<b>Total</b>	<b>\$781</b>

### **BUILDING IMPROVEMENTS**

**Trash** – Due to the increased rentals and bingo, staff was regularly running out of trash receptacles. Seven trash, 3 recycle and 1 green waste wasn't enough. Two more trash bins were added at a cost of \$87.23 each per month. The total trash bill is \$836.57 per month.

**Storage Cleaning** – Staff has been cleaning and organizing the attic in preparation for the remodel. VFW has been notified to take care of their items in the attic.

**Baby Changing Table** – Changing table was ordered and received. Staff will install it later this week. Total cost for this is \$336.13.

**Wheel Repair** – Jesse and Chet have replaced the wheels and reinforced the wooden tables. When the weather is better, they also plan to sand and re-seal the wooden tables.

**Major Cleanings** – The Floors were scrubbed and waxed at the end of January.

**General Displays** – Staff continues to rearrange art and displays, most recently the Joe Kline art display was added.

**General Maintenance** – Jesse continues to stay on top of small repairs.

### **HALL RENTALS**

<b>Fiscal Year</b>	<b>Total Rentals for the Year</b>	<b>% Increase Over Last Year</b>	<b>Sales</b>
<b>2013-14</b>	138	0	\$ 4,715
<b>2014-15</b>	192	39%	\$ 33,361
<b>2015-16</b>	217	13%	\$ 42,853
<b>2016-17</b>	214	-1%	\$ 44,962
<b>2017-18</b>	222	4%	\$ 66,151
<b>2018-19</b>	314	41%	\$ 89,586
<b>2019-20</b>	291	-7%	\$ 28,791
<b>2020-21</b>	60	-79%	\$ 8,345
<b>2021-22</b>	218	263%	\$ 55,345
<b>2022-23</b>	326	50%	\$ 55,566
<b>2023-24</b>	341	4%	\$ 45,177

**Rental Rates** – At the time of bookings, renters are notified that they get two hours to set up. Then before their event they ask for more time for set up, which staff has been accommodating. However, it's gotten a little out of control. The District is paying staff for the extra hours though the rental fees do not account for it. Four-hour rentals are becoming 9 hour rentals and 8 hour rentals are becoming 13 or 14 hour rentals. State law requires overtime pay at 1.5 times the hourly rate over 8 hours. To make up for this, staff has started to charge renters an additional \$50/hour if they want more than the allocated time to set up.

In addition, family members are trying to get the veterans discount even though the policy states that the discount applies only if the party is *for* the veteran or veteran's spouse. Uncles, brothers, grandfathers, etc. do not trigger a discount for a renter. Staff is holding to this policy, despite the push back. Rental rates will be reviewed before the kitchen re-opens.

### **MARKETING**

**eNewsletter** – Staff sent out a new and improved eNewsletter last week and will continue to use this format to notify veterans of local veteran activities.

**Advertising** – Purchased a 4" x 4" ad for the "50Up" insert in the Gilroy Dispatch in February. It will feature the Veterans Benefit Days.

**Social Media** – Staff heavily promotes events, such as the Benefits Days, and even bingo on the Hall's social media (Facebook and Nextdoor.com)

### **VETERANS ASSISTANCE**

**Veterans Benefit Days** – First and Third Friday of the month through 2024. The VSOs recently increased the hours again, now finishing at 3:30pm. Sourcewise, due to its funding, has not shown to the last 4 events and will be dropped from the promotions of this event.

The success of these events has grown. In the first 4 events of 2024, nearly 100 veterans have been helped so far. As a result, the County recently reached out to staff asking about office space for 4 or 5 people. Since there is no room at the Hall, staff referred them to a couple of local office rentals. In addition, Gilroy’s events have been the talk with administrators for VA Medial Outreach. Gilroy is producing the highest number of clients for the VA in all their Bay Area outreach efforts.

**Grant** – Staff wrote a grant to AWS (Amazon Web Services with support from Change X) to support the Benefit Days. Hosting these events reduces the number of days the Hall can rent the facility to outside users. Herein lies the problem. The Hall’s mission is to serve veterans, but relies on rentals for the operating budget. In 2024, the plan for 24 Benefit Days (2 per month) and 1 Resource Fair reduces the number of available days for rentals. If these days were rented the SSCVMD could collect between \$12,000 and \$42,000. The District was awarded the maximum amount of \$10,000, \$7,000 has already been paid and the balance will be paid upon completion of reporting requirements.

**Vets and Tech** – Thanmay Sarath was here before the joint social for the posts. There were 2 or 3 veterans who spoke to him. Even though it is publicized, and appears to be a lot of support for it, there are few really taking advantage of it.

**Vietnam Vets Day** – Staff is planning an event at the Hall to coincide with the national celebration on Marech 29 from 12 pm to 3pm. Guest speaker will be VFW member Jesse Rizzo. It will include a light lunch, cake and time for veterans to socialize.

**Resource Fair** – A fair is planned for May 11, which will include the VSOs and VA. More info to come.

**Hometown Hero Banners** – As part of the Veterans Day Parade Committee, staff has submitted a permit request for the banners to be posted for the month of May. There are a total of 32 poles with hardware, so 15 new banners can be added to the 17 already made. Three of the 15 have been sold already. The banners will cost families \$75 each, which covers the committees cost for printing. The permit fees come from the money raised for the parade.

**ADMINISTRATIVE**

**Election Costs** – Terms for Directors Ceballos, Delgado and Puente end this year. As a result, staff requested an updated cost analysis for a potential election.

2024 GENERAL ELECTION	Estimated Cost of Election	Estimated Cost per Candidate Statement (not included in election costs)
1st Item - Board Seats	\$ 146,653	\$ 3,350
<b>Total Estimated Costs (does not include Estimated Cost per Candidate)</b>	<b>\$ 146,653</b>	

**Form 700** – These forms are due by April 2, 2024. The Board of Directors, the Executive Director, attorney and accountant are required to submit them. Director Delgado and the attorney still need to complete.

**Coalition on Housing** – Hosted by the United Way, local non-profits are having regular meetings to discuss housing and the unhoused. The intent is simply to make sure veterans have a voice in the discussion. Director Ceballos will represent veterans at the next meeting.

**Next Board Meeting** - Next meeting is March 18.