

# **SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT**

## **Board Members**

John Ceballos  
Rita Delgado  
Phil Garcia  
Gabriel Perez  
Ermelindo Puente

## **Executive Director**

Ellen Herrera

# **MINUTES**

## **REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT**

**September 16, 2024**

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

**5:00 p.m.**

**CALL TO ORDER** – Meeting called to order at 5:00 pm.

**ROLL CALL** – Rita Delgado was excused.

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENT TIME**

None.

**CORRESPONDENCE**

None.

**CONSENT CALENDAR**

1. Approve Minutes from the August 19, Regular Meeting
2. Approve Warrant List for Payment of Received Bills for August 2024
3. Approve Financial Statements for August 2024
4. Approve the Fiscal Year 2024 Financial Audit  
Director Perez made a motion to approve Consent Calendar items 1, 2, 3, and 4.  
Director Puente seconded the motion. The motion passed unanimously.

**REGULAR AGENDA ITEMS**

1. Approve the refurbishing of the Korean/Vietnam Plaque located on the exterior wall of the SSCVMB by the Veterans of Foreign Wars Post #6309  
Public Comment: Al Montes and Raul Torres stated that the VFW Post 6390 no longer wished to move forward with the refurbishing at this time. After they looked further into the project, they realized that names were missing and the cost would be more than their post had approved. No action taken
2. Interim Executive Director Report: The Executive Director presented the staff report, a copy of which is attached hereto.
3. Future agenda items: Request presentation by Gavilan College, Inquire as to missing names on the WWI/II plaques located outside of the Hall.

**ADJOURNMENT**

Director Perez made a motion to adjourn the meeting, Director Puente second the motion. The motion passed unanimously. The meeting was adjourned at 5:33pm.

# September Staff Report

**BUILDING MAINTENANCE AND IMPROVEMENTS**

**Kitchen:** The City of Gilroy has not yet approved the plans, and Davco Associates, who is the District’s architect, is working to address the City’s questions and concerns. Lon predicts they may be approved in another 3 to 4 weeks.

Once approved, Kirsten will assist in creating the Invitation to Bid. This will be sent out publicly through approved channels.

<b>Approved Budget February 26, 2024</b>	\$400,000
<b>Preliminary Estimate</b>	\$348,666
<b>Total Fundraising as of July 31, 2024</b>	\$241,538*

Actual Expenses			
Date	Payee	Description	Cost
6/30/24		Balance Forward	\$20,501.05
7/3/24	Davco Associates	Respond to Health Dept	\$900.00
<b>Total</b>			<b>\$21,401.05</b>

\* Only includes cash received. The American Legion Association will donate whatever balance is needed to pay for the project once an exact amount is known.

**HALL RENTALS AND MARKETING**

Fiscal Year	Total Rentals for the Year*	% Increase Over Last Year	Sales
2021-22	218	---	\$55,345
2022-23	326	50%	\$55,566
2023-24	364	12%	\$66,105
2024-25**	25		\$8,593

\*We are not sure of the methodology used to count rentals in prior years. For the current FY, only rentals that produce income are counted. The Bar Council, American Legion and VFW leases are counted as one rental per month

\*\*Through July 31, 2024

## **MARKETING**

Educating the community on the District's purpose and mission is vital to our marketing strategy. We will begin attending community events to build relationships with organizations such as the Chamber of Commerce, City of Gilroy, Downtown Association, and Veteran Organizations, to name a few.

We are still using Facebook to bring awareness to the Hall.

## **ELECTION**

**District Board of Directors:** The District has been notified by the County of Santa Clara Registrar of Voters (ROV) that they are in the process of coordinating with the Board of Supervisors to move forward with the appointments of John Ceballos (full-term), Ermelindo Puente Jr (full-term), and Rita Delgado (full-term). The certification documents can be expected from the Clerk of the Board's office following the approval by the Board of Supervisors on September 24, 2024

## **ADMINISTRATIVE**

**Staffing:** Kirstin provides ongoing training and guidance with the governance and compliance requirements of the District. The District's By-Laws, Employee Handbook and Board Governance are among the first topics covered.

A table and two desks were donated to the District. We have completed re-organizing the office to improve workflow.

**Banking:** The necessary documents have been submitted to Pinnacle Bank to add the new Executive Director. A new signature card is ready for the District Board of Directors signatures.

**Website:** We are reviewing all communication and marketing channels, including Outlook, Go Daddy, Gmail, and others to understand their exact purpose to streamline and mitigate duplication of processes and ensure compliance with the Americans with Disabilities Act.

**Next Board Meeting:** October 21, 2024