

SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT

Board Members

John Ceballos
Rita Delgado
Phil Garcia
Gabriel Perez
Ermelindo Puente

Executive Director

Ellen Herrera

AGENDA

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

May 19, 2025

Veterans Memorial Building
74 West 6th Street, Gilroy, CA
5:00 p.m.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT TIME

(This is the opportunity for individuals to make and/or submit written or oral comments to the Board on any items within the purview of the Board, which are **NOT** part of the Agenda. Speakers shall have three (3) minutes to address the Board. The President or a majority of the Board may further limit the time speakers may have to make oral presentations to the Board. No action on the item may be taken, but the Board may request the matter be placed on a future agenda.)

CORRESPONDENCE

NONE

CONSENT CALENDAR

1. Approve Minutes from the April 21, 2025 Regular Meeting
2. Approve Warrant List Approving Payment of Received Bills for May 2025
3. Approve Financial Statements for April 2025
4. Approve annual and daily rental rates for fiscal year (FY26) 7/1/2025-6/30/2026.

REGULAR AGENDA ITEMS

1. Executive Director Report
2. Future Agenda Items

ADJOURNMENT

- Any disclosable public records related to an open session item on the agenda and distributed to all or a majority of the Commissioners less than 72 hours prior to that meeting are available for public inspection at the Veterans Hall, 74 W. 6th Street, Gilroy, California, during normal business hours. In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting should notify the District Secretary 24 hours prior to the meeting at (408) 842-3838.

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

April 21, 2025

Veterans Memorial Building
74 West 6th Street, Gilroy, CA
5:00 p.m.

CALL TO ORDER The meeting was called to order at 5:07 PM

ROLL CALL All Directors were in attendance

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT TIME

NONE

CORRESPONDENCE

NONE

CONSENT CALENDAR

1. Approve Minutes from the March 17, 2025, Regular Meeting
 2. Approve Warrant List Approving Payment of Received Bills for April 2025
 3. Approve Financial Statements for March 2025
- Director Perez made a motion to approve all consent items. Director Delgado second.
The motion passed unanimously.

REGULAR AGENDA ITEMS

1. Executive Director Report
2. Future Agenda Items

ADJOURNMENT

Director Perez made a motion to adjourn the meeting. Director Garcia second. The motion passed unanimously. The meeting was adjourned at 6:00 PM.

South Santa Clara Valley Memorial District

Pinnacle Operating (1252) Bank Balance: 42517.00 Ending Balance: \$39,496.17

Date	Ref No. Type	Payee Account	Memo	Class Location	Payment Deposit	Stat Auto	Balance
05/14/2025		Card Service Center	XXXXXXXXX0000695 PREAUTHORIZED ACH DEBIT BANKCARD/PAYMENT XXXXXXXXX3275071 HERRERA,ELLEN M		\$551.12	C	\$42,587.20
	Credit Card Pmt	Pinnacle (7710)					
05/12/2025		Spectrum Business	Internet SPECTRUM/SPECTRUM 3557699 VETERANS MEMORIAL BUIL	1 - Admin	\$131.25	C	\$43,138.32
	Expense	Utilities:Telephone and Internet					
05/05/2025		Lowe's	XXXXXXXXX819783 PREAUTHORIZED ACH DEBIT Lowes/SYF PAYMNT XXXXXXXXX5920244 SOUTH SANTA CLARA VALL	2 - Building	\$1,272.04	C	\$43,269.57
	Expense	Supplies					
05/05/2025		QuickBooks Payroll	Tax Payment		\$1,361.38	C	\$44,541.61
	Tax Payment	-Split-					
05/05/2025	DD	Jesse F. Sanchez	Pay Period: 04/16/2025-04/30/2025		\$548.83	C	\$45,902.99
	Paycheck	Direct Deposit Payable					
05/05/2025	DD	Ellen Herrera	Pay Period: 04/16/2025-04/30/2025		\$2,494.52	C	\$46,451.82
	Paycheck	Direct Deposit Payable					
05/02/2025		Intuit	XXXXXXXXX070975 PREAUTHORIZED ACH DEBIT INTUIT */QBooks Pay 9829425 SOUTH SANTA CLARA VALL	1 - Admin	\$226.00	C	\$48,946.34
	Expense	Payroll					
05/02/2025			Quarterly Maint DUERR HEATING AN/SALE SOUTH SANTA CLARA VALL	2 - Building	\$398.24	C	\$49,172.34
	Expense	Maintenance:HVAC					

Date	Ref No. Type	Payee Account	Memo	Class Location	Payment	Deposit	Stat Auto	Balance
05/02/2025		MP Express	ACH DEBIT MP Express Inc/MPEXpress South Santa 4 Banners	1 - Admin	\$450.00		C	\$49,570.58
	Expense	Advertising						
05/02/2025		Recology South Valley	XXXXXXXXX797516 PREAUTHORIZED ACH DEBIT RECOLOGY SO.VALL/WEB_PAY XXXXXXXXX050125 JAMES GARGIULO	3 - Rentals and Events	\$866.20		C	\$50,020.58
	Expense	Utilities:Trash Service						
04/22/2025		Rita Delgado	Ticket dinner donation	1 - Admin		\$100.00	R	\$50,886.78
	Deposit	Donations						
04/21/2025	3335	Firato Service Co			\$1,575.00		R	\$50,786.78
	Bill Payment	Accounts Payable						
04/21/2025	3334	Urias Landscaping			\$200.00		R	\$52,361.78
	Bill Payment	Accounts Payable						
04/21/2025	3333	Morgan Hill Supply			\$196.86		R	\$52,561.78
	Bill Payment	Accounts Payable						
04/21/2025	3332	Russ Fellom Plumbing			\$313.00		C	\$52,758.64
	Bill Payment	Accounts Payable						
04/21/2025	3331	Logan & Powell LLP			\$928.00		C	\$53,071.64
	Bill Payment	Accounts Payable						
04/18/2025		QuickBooks Payroll	Tax Payment		\$1,287.00		R	\$53,999.64
	Tax Payment	-Split-						
04/18/2025	DD	Andres Aceves	Pay Period: 04/01/2025-04/15/2025		\$63.81		R	\$55,286.64
	Paycheck	Direct Deposit Payable						
04/18/2025	DD	Ellen Herrera	Pay Period: 04/01/2025-04/15/2025		\$2,485.90		R	\$55,350.45

Date	Ref No. Type	Payee Account	Memo	Class Location	Payment	Deposit	Stat Auto	Balance
	Paycheck	Direct Deposit Payable						
04/18/2025	DD	Jesse F. Sanchez	Pay Period: 04/01/2025-04/15/2025		\$147.76		R	\$57,836.35
	Paycheck	Direct Deposit Payable						
04/17/2025		City of Gilroy	XXXXXXXXX250054 PREAUTHORIZED ACH DEBIT CITYOFGILROYSF/WEBPAYMENT SANTA CLARA VALL	2 - Building	\$1.00		R	\$57,984.11
	Expense	Utilities:Water						
04/17/2025		City of Gilroy	XXXXXXXXX245238 PREAUTHORIZED ACH DEBIT CITYOFGILROY/WEBPAYMENT SANTA CLARA VALL	2 - Building	\$289.95		R	\$57,985.11
	Expense	Utilities:Water						
04/17/2025		PG&E	XXXXXXXXX7174558 PREAUTHORIZED ACH DEBIT Pacific Gas & EI/PAYMENT XXXXXX9742 VETERANS MEMORIAL 2757	2 - Building	\$350.86		R	\$58,275.06
	Expense	Utilities:Gas and Electric						

South Santa Clara Valley Memorial District

Profit and Loss

July 2024 - April 2025

	TOTAL
Income	
Donations	28,892.50
Interest Income	5,511.06
Rental Income	52,520.00
Santa Clara County Property Tax Collection	115,843.02
Total Income	\$202,766.58
GROSS PROFIT	\$202,766.58
Expenses	
Accounting and Audit Services	6,900.00
Advertising	2,269.44
Bad Debt	150.00
Bank Fees	58.47
Business Licensses and Permits	2,399.47
Dues and Memberships	255.40
Election Costs	2,958.00
Food	906.57
Insurance	9,200.10
Janitorial Services and Supplies	16,253.94
Landscaping	1,130.00
Legal Services	15,680.90
Maintenance	114.57
Grease Trap	103.00
HVAC	1,449.72
Ice Machine	949.16
Pest Control	1,074.95
Plumbing Repairs	313.00
Solar Panel and Window Cleaning	450.00
Total Maintenance	4,454.40
Meals	73.50
Mileage	9.85
Payroll	1,626.96
Taxes	7,718.14
Wages	88,923.54
Workers Compensation Insurance	738.47
Total Payroll	99,007.11
postage	6.62
Printing	877.78
Reimbursements	930.27
Reimbursements Mileage	11.39
Software	1,111.11
Supplies	4,817.28

South Santa Clara Valley Memorial District

Profit and Loss

July 2024 - April 2025

	TOTAL
Utilities	
Alarm	1,263.63
Gas and Electric	9,819.79
Telephone and Internet	1,431.09
Trash Service	7,795.80
Water	3,319.44
Total Utilities	23,629.75
Website	324.00
Total Expenses	\$193,415.35
NET OPERATING INCOME	\$9,351.23
Other Expenses	
Depreciation	1,533.83
Total Other Expenses	\$1,533.83
NET OTHER INCOME	\$ -1,533.83
NET INCOME	\$7,817.40

South Santa Clara Valley Memorial District

Balance Sheet As of April 30, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Pinnacle Operating (1252)	50,886.78
Pinnacle Rental (3753)	5,000.00
Pinnacle Rental Sweep (7531)	304,386.28
Pinnacle Reserve (0865)	5,014.40
Pinnacle Reserve Sweep (8656)	355,721.61
Santa Clara County Tax Collection	36,802.65
Total Bank Accounts	\$757,811.72
Accounts Receivable	
Accounts Receivable	1,965.00
Total Accounts Receivable	\$1,965.00
Other Current Assets	
Prepaid Expenses	2,657.95
Uncategorized Asset	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$2,657.95
Total Current Assets	\$762,434.67
Fixed Assets	
Accumulated Depreciation	-614,206.83
Construction in Progress	69,028.55
Furniture and Equipment	58,414.35
Improvements	819,371.45
Land	8,020.00
Total Fixed Assets	\$340,627.52
TOTAL ASSETS	\$1,103,062.19
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Credit Cards	
late fee	0.00
Pinnacle (7710)	0.00
Pinnacle Bank (3550)	-41.96

South Santa Clara Valley Memorial District

Balance Sheet As of April 30, 2025

	TOTAL
Total Credit Cards	\$ -41.96
Other Current Liabilities	
Accrued Expenses	6,746.28
Deferred Revenue	0.00
Direct Deposit Payable	0.00
Payroll Liabilities	0.00
Overpayment	847.66
Total Payroll Liabilities	847.66
Payroll Tax Payable	-308.58
Total Other Current Liabilities	\$7,285.36
Total Current Liabilities	\$7,243.40
Total Liabilities	\$7,243.40
Equity	
Opening Balance Equity	286,083.23
Retained Earnings	801,918.16
Net Income	7,817.40
Total Equity	\$1,095,818.79
TOTAL LIABILITIES AND EQUITY	\$1,103,062.19

South Santa Clara Valley Memorial District

Agenda Report

Consent Item #4

Meeting date: May 19, 2025

To: South Santa Clara Valley Memorial District Board of Directors

From: Ellen Herrera, Executive Director

Subject: Rental Rates for Fiscal year 2025-2026

RECOMMENDATION

Staff recommends that the Board of Directors approve new rental rates for Annual and one-time rentals.

DISCUSSION

Staff conducted a rental rate comparison of local venues that are similar to the Gilroy Veterans Hall. The review showed that the Districts rental prices were far below that of its competitors. While it is great to be able to provide our Veterans and local community a low-cost place to hold their events, it defeats our bottom line, financially. As prices of service and materials have increased, so must our rental prices in order to keep our reserves full and cover the deficit from the kitchen remodel. In addition, separate rates have been added for kitchen rental.

The current rental rate schedule is as follows:

Event Type	Rental Rate
8 Hour Event (+ set-up/clean-up)	Public = \$1,750 Non-Profit = \$850 Veteran = \$750
4 Hour Event (+ set-up/clean-up)	Public = \$900 Non-Profit = \$500 Veteran = \$425
Memorial Services	Public = \$450 Veteran = \$175
1-Hour Meetings (must set up, clean up & no additional accommodations)	\$50 + Cleaning (\$175) + Security (\$25/guard per hour)

- \$100 deposit at time of booking
- Veteran = Veteran with DD214 (discharge papers) and/or spouse must be the guest of honor of the event to receive the discount
- Non-profit = proof of current 501c3 or some other IRS designation for a nonprofit.

The proposed rental prices for 2025-2026:

One time Rentals

Event Type	Rental Rate
Full Day (10a-11p. Includes setup and cleanup time)	Public = \$2,050 Non-Profit = \$1,230 Veteran = \$450
4 Hours (+setup and cleanup time)	Public = \$1,000 Non-Profit = \$630 Veteran = \$425
1-2 Hour Meetings (must setup, cleanup & no additional accommodations)	Public = \$60 Non-Profit = \$40
Kitchen Only: Full Day	Public = \$550 Non-Profit = \$300
4 Hours	Public = \$275 Non-Profit = \$150

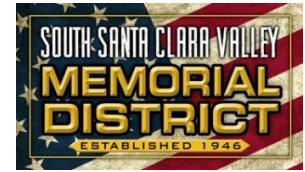
\$100 deposit at time of booking

Veteran = Veteran with their DD214 and/or spouse must be the guest of honor of the event to receive the discount

Non-Profit = proof of current 501c(3)



74 West Sixth Street #A, Gilroy, CA 95020
408.842.3838
www.GilroyVeteransHall.org
www.sscvMemorialDistrict.org



Fiscal Year 2024-2025 Rental Rates

Rental Rates – Annual Tenants

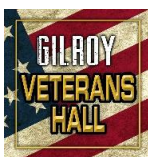
Tenant	Current Terms	Details
American Legion & Auxiliary	\$500/Month	1 st & 3 rd Thursday 1 st Saturday
VFW & Auxiliary	\$500/Month	1 st & 3 rd Tuesday 2 nd Monday 3 rd Saturday 2 nd Saturday in January Second & Third Friday New Year's & Valentines
Sportsman Chef	\$550/Month and \$40/supplies purchase for labor	2 nd Tuesday
Gilroy Veterans Club (Bar Council)	\$750/Month	Daily
Gilroy Home Group (AA/NA)	\$27.50/Meeting	Mondays, Wednesdays @ 6:30 pm
Stanford Blood Services	\$192.50/drive	1x/month

- Insurance: Annual tenants without insurance will be charged a 15% penalty per month until insurance is obtained and the South Santa Clara Valley Memorial District is listed as an additional insured.

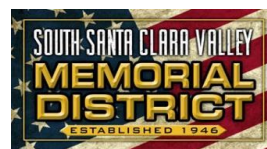
Rental Rates – Daily Tenants

Event Type	Rental Rate
8 Hour Event (+ set-up/clean-up)	Public = \$1,750 Non-Profit = \$850 Veteran = \$750
4 Hour Event (+ set-up/clean-up)	Public = \$900 Non-Profit = \$500 Veteran = \$425
Memorial Services	Public = \$450 Veteran = \$175
1-Hour Meetings (must set up, clean up & no additional accommodations)	\$50 + Cleaning (\$175) + Security (\$25/guard per hour)

- \$100 deposit at time of booking
- Veteran = Veteran with DD214 (discharge papers) and/or spouse must be the guest of honor of the event to receive the discount
- Non-profit = proof of current 501c3 or some other IRS designation for a nonprofit.



Fiscal Year 2025-2026 Rental Rates



Annual Tenants

Tenant	Current Terms	Details
American Legion & Auxiliary	\$500/Month	1st Thursday - AL 3rd Thursday - AL Social 1st Saturday after the 4th of July
VFW & Auxiliary	\$500/Month	1st Tuesday VFW 2nd Monday - VFW Aux 2nd and 4th Friday - VFW Bingo Saturday for New Years Eve
Sportsman Chef	\$630/month	2nd Tuesday
Gilroy Veterans Club	\$750/Month	Daily
Gilroy Home Group (AA/NA)	\$30/Meeting	Mondays and Wednesdays - 6p to 8p
Stanford Blood Services	\$230/Event	Monthly
Insurance: Annual tenants without insurance will be charged a 15% penalty per month until insurance is obtained and the South Santa Clara Valley Memorial District is listed as an additional insured.		

One time Rentals

Event Type	Rental Rate
Full Day (10a-11p. Includes setup and cleanup time)	Public = \$2,050 Non-Profit = \$1,230 Veteran = \$450
4 Hours (+setup and cleanup time)	Public = \$1,000 Non-Profit = \$630 Veteran = \$425
1-2 Hour Meetings (must setup, cleanup & no additional accommodations)	Public = \$60 Non-Profit = \$40

\$100 deposit at time of booking

Veteran = Veteran with their DD214 and/or spouse must be the guest of honor of the event to receive the discount

Non-Profit = proof of current 501c(3)

7/1/2024**Gilroy Vets Hall**

Deposit

1-2 hours**4 Hours****8 Hours****Main Hall**

Public

\$50.00

\$500.00

Gov't/Non-P

\$30.00

Dining Room

Public

Gov't/Non-P

Combo

Public

\$900.00

\$1,750.00

Gov't/Non-P

\$500.00

\$850.00

Veteran (50% of Public)

\$425.00

\$750.00

Kitchen

Public

Gov't/Non-P

Proposed for 25-26

7/1/2025	Gilroy Vets Hall			Deposit \$50	Deposit \$200
		1-2 hour meetings (snacks only)	4 Hour Meeting	4 Hours	FULL DAY (10a-10p)
Main Hall D125/A267	Public	\$60.00	\$100.00	\$100.00	N/A
	Non-Profit/Scouts	\$40.00	\$60.00	\$60.00	N/A
Dining Room D54/A116	Public	\$30.00	\$60.00	\$60.00	N/A
	Non-Profit/Scouts	NC	\$25.00	\$25.00	N/A
Combo D179/A383	Public	\$90.00		\$1,000.00	\$2,050.00
	Non-Profit/Scouts	\$40.00		\$630.00	\$1,230.00
	Veteran	NC		\$425.00	\$750.00
Prior Day setup if available: 1p-5p					\$200.00
Kitchen Only	Public	\$150.00		\$275.00	\$550.00
	Non-Profit/Scouts	\$105.00		\$150.00	\$300.00

	Neon Exchange			Deposit	damage deposit
	1-2 hours	4 hours	FULL DAY		
Main Hall	FREE	\$675.00	\$1,300.00		
		\$575.00	\$1,050.00	400/100	
Dining Room	\$325.00	\$550.00	\$1,000.00		
	\$200.00	\$350.00	\$550.00	200/50	
Combo		\$1,100.00	\$2,150.00		
		\$850.00	\$1,650.00	600/200	
Kitchen	\$250.00	\$400.00	\$750.00		
	\$150.00	\$225.00	\$450.00	200/50	

	Portugese Hall		Deposit \$500		Elk's Lodge		Deposit \$0
	1-4 hours	4 hours	FULL DAY		4 hours	FULL DAY	
Main Hall	\$600.00		\$1,300.00			\$2,400.00	
	\$300.00						
Dining Room						\$1,200.00	
Combo							

April 2025 Staff Report

BUILDING IMPROVEMENTS AND MAINTENANCE

Kitchen:

As of 14 May, the contractors are at a standstill. They are awaiting the arrival of the hood and the AC unit that goes into the attic. They are expected to arrive some time next week. If they are delivered this coming week, the contractors project they will complete the project by 13 June. I have not heard from the Association on the donation for the kitchen since emailing with Mark Wells on April 29th.

Approved Budget February 24, 2025	\$474,000
Winning Bid	\$474,000
Total Fundraising as of April 31, 2025	\$268,016.65

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
1/21/25	Bayarea News Group-SJ Mercury News	Fee for posting in paper	\$1819.44
2/25/25	Premier Builders	10% initial payment	\$47,415.00
Total			\$70,635.49

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**	72		\$52,520

*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 April 31, 2025

MARKETING

The Veteran's Hall was a stop at the Gilroy Art & Wine Walk on 3 May from 12 to 5. The new tri-fold pamphlets were handed out to every attendee.

On 29 May 2 staff members will table at the 25th Annual Garlic City Car Show & Business Expo.

ADMINISTRATIVE

Office: 1. The office will be closed on 19 and 20 May as the Executive Director will be attending the CSDA Legislative Conference in Sacramento.

Maintenance: 1. The floors are scheduled to be stripped and given 5 coats of wax on the 17th of June. **2.** Reminder that the new windows in the Hall are being installed 25 - 30 May by Renewal by Andersen at no cost to the District as part of their Giving Back Program. The schedule will be sent to all tenants on the 23rd once it is solidified.

Staffing: Patty's last day was 8 April.

Rentals: 1. We will continue to rent the hall during the kitchen remodel. **2.** Once approved, the new price list will be posted on the Districts website and the renewal contracts for the annual tenants will be sent for their review and approval.

Grant: On 24 April the District received a grant in the amount of \$9,368 from the John and Lee Blaettler Family Fund.

FY 26 Annual Budget will be presented during the June meeting to be voted on by the Board.

Next Board Meeting: June 23, 2025