

SOUTH SANTA CLARA VALLEY MEMORIAL DISTRICT

Board Members

John Ceballos
Phil Garcia
Gabriel Perez
Ermelindo Puente
Ray Sanchez

Executive Director

Christine West

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

September 17, 2018
Veterans Memorial Building
74 West 6th Street
Gilroy, CA
5 p.m.

CALL TO ORDER

The meeting was called to order at 5:05pm

ROLL CALL

All board members were present.

PUBLIC COMMENT TIME

There was no one wishing to speak.

CONSENT CALENDAR

(The Consent Agenda is comprised of items which appear to be non-controversial. Persons wishing to speak on any item may do so by raising their hand to be recognized by the President.)

1. Minutes from the August 20, 2018 Regular Meeting
2. Warrant List approving payment of received bills
3. Financial Statements
4. Authorize the Executive Director to Enter into Lease Agreement with the Sportsman Chef.
5. Authorize the Executive Director to Enter into Lease Agreement with Gary Diaz
6. Authorize the Executive Director to Enter into an Agreement for Pigeon Proofing Services

Board member Ermelindo Puente made a motion to approve all the consent items.
Board member John Ceballos seconded the motion. The motion was passed unanimously.

REGULAR AGENDA ITEMS

1. Executive Director Report
The Executive Director presented her report, a copy of which is attached hereto.
2. Future Agenda Items
There were no future agenda items requested.

ADJOURNMENT

The meeting was adjourned at 5:33pm

To: Gabe Perez, John Ceballos, Ray Sanchez, Phil Garcia, Ermelindo
Puente, Kirsten Powell
From: Christine West
Date: September 17, 2018
Subject: Staff Report

Staff Report

Hall Maintenance

Front Doors – The doors continue to be an issue. We have received one bid thus far for new doors. Working on getting additional bids.

Bathrooms – Made two service calls to the plumber this month – one for the urinals and one for the women's sinks.

Rentals

Sept Rentals

- Tenant Meetings/Functions – 15
- 8 Hour Events (Parties, Dinners, etc.) – 0
- 4 Hour Events (Memorials, Baby Showers) – 5

The Hall is steadily increasing bookings. There are already booking for February and October 2019. In addition, we are booking meetings for weekdays including for the Fire Department, Santa Clara County Water District and High Speed Rail.

General Operating

Veterans Assistance – Processed several DD214s, put several vets in touch with service officers and/or services. Scheduled next Vets Resource Fair with VA – Oct. 2, Dec. 4. The plan is to schedule the Hall for Vets Resource Fair the first Tuesday of every other month.

Marketing –

- Facebook – launched page and will work to update daily. There are currently 20 Followers.
- Web Site – Continue to update and improve. Have added a tracker for hits. Will know more next time.
- Advertisement – Purchased ad for the Dispatch's 150th Anniversary event. Purchased at a non-profit rate.
- Newsletter – The District's Second Newsletter went out with the VFW newsletter and copies are in the lobby for the American Legion and other guests to the hall.
- Bonanza Day Parade – Working with the Armory to get a Troop Transport vehicle for the Parade on Sept. 29. Waiting to hear back. If we

can get one, we'll ask vets to ride in the back and put a banner on the vehicle.

Events Campaign –

- Tri-Tip Dinner – Overall, the event was a success. A total of 178 tickets were sold (135 tri-tip & 43 spaghetti; 137 were pre-sold, 41 sold at the door).
 - 50/50 Raffle - \$360
 - Auction - \$1,105
 - Donations - \$491
 - Gross Profit = \$5,031, After expenses = \$3,698.14
 - Lead for International Paper donation, which staff is pursuing.
 - Additional donations came in after the event as well.
- Red Barn Fundraiser - Sept. 22. We will have a display for the Capital Improvement Campaign.
- Ruck Race – Scheduled for Dec. 8. The Vets Hall is the primary benefactor of the fundraising event.
- Queen of Hearts Raffle – The committee is researching the possibility of hosting an on-going raffle to benefit the CIC campaign.

Donor Campaign – Total dollar amount raised thus far is \$13,620, Most recent donations are from Margie Ayala, Ruby Diaz, Sandy Merretti (Sandy's Café), William Maquinalez, William Gilmore, Gabe Perez and John Perez, DDS. All of these most recent donations are compliments of Gabe Perez leads. Total is now \$17,318.14.

- Meeting with Mayor Velasco – Staff met with the Mayor to discuss the District's vision for the Vets Hall, the capital improvement campaign and needs. It went extremely well, with the Mayor giving staff lead for funding and support from Supervisor Wasserman, both of which are being pursued. He also listened to our needs for improved parking, the desire to be in the city's list for historical buildings, and ways we can work together in the future.
- Christopher Ranch Meeting – Thanks to John Ceballos, a meeting has been scheduled for Sept. 19 with Ken Christopher. The Christopher's is looking to spread expand their philanthropic efforts and are considering the Vets Hall.