

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 22, 2024

Veterans Memorial Building
74 West 6th Street, Gilroy, CA

5 p.m.

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

ROLL CALL – All board members were present.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT TIME - There was no public comment.

CONSENT CALENDAR

1. Approve Minutes from the December 18, 2023 Regular Meeting
2. Approve Warrant List Approving Payment of Received Bills for January 2024
3. Approve Financial Statements for January 2024

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

REGULAR AGENDA ITEMS

1. Take nominations for President and Vice President of the Board and elect officers.
Director Puente nominated Director Ceballos for President and he accepted the nomination. Director Delgado nominated Director Perez for Vice President and he accepted the nomination. Director Puente made a motion to elect Director Ceballos as President and Director Perez as Vice President. Director Garcia seconded the nomination. The motion passed unanimously.
2. Executive Director Report – The executive director presented the staff report, a copy of which is attached hereto.
3. Future Agenda Items – There were no future agenda items.

ADJOURNMENT

Director Puente made a motion to adjourn the meeting. Director Ceballos seconded it. The motion passed unanimously. Meeting was adjourned at 5:21 pm.

January Staff Report

BUILDING IMPROVEMENTS

Fundraising – The District has received \$10,829.87 in donations since the last meeting, increasing the grand total is **\$238,664.28** since July 2021. An anonymous donor is tentatively committed another \$100,000 - \$125,000 depending on the final estimate for the kitchen. As a result, the work to begin the kitchen remodel is now underway.

Joe Hall	\$ 300.00
John & Lee Blattler	\$ 10,000.00
Tom Yamano	\$ 10.87
Raul & Irma Torrez	\$ 194.00
VFW Bingo Players	\$ 325.00
Total	\$ 10,829.87

Kitchen Remodel – The architect is currently working with the city, county, and electrical engineers to finalize details on utilities. Permits are taking several months to work through the city and county. We are currently waiting for final determination from the structural engineer for the hood. Once that is complete we plan to get a preliminary bid and send out for permits.

Baby Changing Table – Staff is reviewing installation with architect and contractor to determine best location for it. The cost for one table is about \$250.

Lights – The storms knocked loose the backyard light above the shed and the Egleberry door lights stopped working. A licensed electrician, Dennis Martinez, who is a friend of Jesse's, installed new lights, currently at no charge to the District. Jesse touched up paint on the mural after the Egleberry lights were installed.

Wheel Repair – Jesse replaced the wheels on the table carts. He and Chet are also currently working on repairing the wheels on the wooden tables. When the weather is better, they also plan to sand and re-seal the wooden tables.

Major Cleanings – The Stoves and Vent recently underwent annual cleaning. The Floors are scheduled for a quarterly scrub and wax Jan. 30.

General Displays – Staff continues to rearrange art and displays, including the VFW plaques and historical poster in the men's bathroom.

General Maintenance – Jesse continues to stay on top of small repairs such as fixing latch on gate, Egleberry and Dining Hall doors, soap dispensers, etc.

HALL RENTALS

Fiscal Year	Total Rentals for the Year	% Increase Over Last Year	Sales
2013-14	138	0	\$ 4,715
2014-15	192	39%	\$ 33,361
2015-16	217	13%	\$ 42,853
2016-17	214	-1%	\$ 44,962
2017-18	222	4%	\$ 66,151
2018-19	314	41%	\$ 89,586
2019-20	291	-7%	\$ 28,791
2020-21	60	-79%	\$ 8,345
2021-22	218	263%	\$ 55,345
2022-23	326	50%	\$ 55,566
2023-24	301	-8%	\$ 40,875

MARKETING

Brochures – Staff printed new Gilroy Vets Hall brochures with general info to hand out to veterans who don't know about the Vets Hall. It allows us to give a good overview to new vets. Please use them.

Media Coverage – Staff sent press releases to the local papers about the Veterans Benefits Days and received coverage in the Gilroy Dispatch and Gilroy Life newspapers.

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. Times change to 8:30 am to 2 pm Includes VSO, VA Mobile Medical Team, California Telephone Connect and Sourcewise. Providing donuts for vets and lunch for service providers.

Jan. 5 – 28 veterans served

Jan. 19 – 23 veterans served

ADMINISTRATIVE

Election Costs – Terms for Directors Ceballos, Delgado and Puente end this year. As a result, staff has requested an updated cost analysis for a potential election. It will take about 8 weeks for the cost analysis.

Form 700 – This will be coming up soon. Staff will notify Directors as soon as it is time to file reports.

Coalition on Housing – Staff has attended a couple of meetings with other local non-profits and organized by the United Way to discuss housing and the unhoused. The intent is simply to make sure veterans have a voice in the discussion.

Gilroy Historical Society Letter – Staff received a letter thanking the District for providing funding for the historical plaque that will be placed on the building.

Next Board Meeting - Next meeting is February 26 due to Presidents' Day on Feb. 22.