



**Visit Gilroy  
Board of Directors Planning Session  
February 22, 2018**

<b>I. GWC board of directors' business meeting</b>	<b>8:00-8:15</b>
<b>II. Introductions and Overview</b>	<b>8:15-8:30</b>
1. Planning Session Goal	
2. Planning Session Objectives	
3. Planning Session Benefits	
<b>III. Guest Speaker – Gene Zanger, Visit California Commissioner</b>	<b>8:30 – 9:15</b>
<b>IV. CCTC Partnership Report</b>	<b>9:15 – 9:30</b>
<b>V. Gilroy Tourism-Where are we?</b>	<b>9:30 – 10:15</b>
a. The Organization	
b. Programs	
<b>Break</b>	<b>10:15 – 10:30</b>
<b>VI. What's changed and why?</b>	<b>10:30 – 11:15</b>
a. Tourism trends	
b. Marketing trends	
c. Local Gilroy trends	
<b>VII. Are there any new opportunities?</b>	<b>11:15 – 12:00</b>
a. How can tourism play a role and positively impact economic development for the City of Gilroy?	
b. Opportunities and challenges.	
<b>Lunch</b>	<b>12:00 – 12:45</b>

## **V. Specific Programs**

**12:45 – 2:15**

(The following programs were suggested as part of a broader economic development strategy for consideration)

- a. Expand tourism (How and why?) Opportunities?
- b. Branding as the garlic capital
- c. Farm to table strategy
- d. Agriculture and technology
- e. Wedding Destination
- f. Other Ideas

## **VI. Next Steps & Wrap - Up**

**2:15 – 2:30**