



Board Members: Eric Gebhardt, Barb Granter, Don DeLorenzo, Brian Bowe, Dave Peoples, Vic Vanni, Cat Tucker, Mike Patel, Adam Sanchez, Maria DeLeon, Mark Turner, Tammy Brownlow, Sarah Lira, Kevin Heath, Brent Bonino, Becca Reed, Nancy Maciel

#### AGENDA

Visit Gilroy Board of Directors Regular Meeting  
Thursday, July 18, 2019 – 8:00 am  
Gilroy Chamber of Commerce Board Room  
7471 Monterey Street  
Gilroy, CA 95020

- Call to Order/Introductions:
- Report on Posting of Agenda:
- Roll Call:
- Public Comment:
  - Public Comment for ALL items on or not otherwise on the Agenda
- Board Member Reports
- June Social Media, Marketing & PR Report – Articulate Solutions (Pages 3 – 7)
- Consent Calendar
  - All matters listed under the Consent Calendar are considered by the board of directors to be routine and be enacted by one motion. There will be no separate discussion of these items unless a request is made by a member of the board of directors or a member of the public.
    - Approval of June 20, 2019 board meeting minutes\* (Pages 8 – 9)
- Old Business
  - CWC Gilroy Highway Signage update
  - Visit Gilroy Executive Director Succession Plan Draft\* (Pages 10 – 12)

Agenda prepared and posted on Friday, July 12, 2019 at 5:00 pm  
Gilroy Chamber of Commerce, 7471 Monterey Street Gilroy, CA 95020

- New Business
  - Approval June 2019 Visit Gilroy financial reports\* (Pages 13 – 23)
  - Visit Gilroy Crisis Communication Plan (Pages 24 – 45)
  - Visit Gilroy/CWC Gilroy Executive Director annual evaluation
  - Visit Gilroy Goals & Objectives – FY 19/20
  - CWC Gilroy Business Plan – FY 19/20 (Pages 46 – 57)

#### June 2019 Staff Reports

- Visit Gilroy Executive Director June Report
- California Welcome Center Gilroy Manager June Reports (Pages 58 – 60)
- California Welcome Center Gilroy Quarterly Reports – 6/30/19 (Pages 61 – 63)

#### Correspondence

#### Adjournment of Board Meeting

**BROWN ACT** *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jane Howard at (408) 842-6436 at least 48 hours prior to the meeting.

Denotes Action Items\*

Next Visit Gilroy Board of Directors meeting – August 15, 2019

**SAVE THE DATE:** Visit Gilroy Board of Directors Strategic Planning Session  
September 19, 2019 8:00 am – 2:30 pm