



Board Members: Eric Gebhardt, Barb Granter, Don DeLorenzo, Brian Bowe, Dave Peoples, Vic Vanni, Cat Tucker, Mike Patel, Adam Sanchez, Maria DeLeon, Mark Turner, Sarah Lira, Brent Bonino, Nancy Maciel, Kurt Michielssen, David McLoughlin, Jeanine Olsen

#### AGENDA

Visit Gilroy Board of Directors Regular Board Meeting  
Thursday, February 20, 2020 – 8:00 am  
Gilroy Chamber of Commerce  
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/Recognition
- January 2020 Google Analytics Report – Articulate Solutions
- 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 January 16, 2020 board meeting minutes\*
    - Approval of January 2020 Visit Gilroy financial reports\*
- Old Business
  - Visit Gilroy Destination Perception Study & NPS Survey Update
  - Visit Gilroy board member vacancy

Agenda prepared and posted on Friday, February 14, 2020 at 5:00 pm  
Gilroy Chamber of Commerce, 7471 Monterey Street Gilroy, CA 95020

- New Business
  - January 2020 SMP Report – Articulate Solutions
  - City of Gilroy Lodging Report – 4<sup>th</sup> Qtr. Ending 12/31/19
  - Visa Vue Domestic & International Spend Reports – Qtr. Ending 12/31/19
  
- Staff Reports
  - Visit Gilroy Executive Director monthly report
  - California Welcome Center Manager monthly report
  - Tourism & Community Engagement Coordinator report
  
- Correspondence

**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 – March 19, 2020