



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

#### AGENDA

Visit Gilroy Board of Directors Regular Meeting  
Thursday, April 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
- March Social Media, Marketing & PR 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 March 21, 2019 board meeting minutes\*
- Old Business
  - Chamber of Commerce Community Vision Document (Draft)\*
  - CWC Gilroy rebranding update/expense report update

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

- New Business
  - March 2019 Visit Gilroy financial reports\*
  - California Welcome Center Designation Agreement\*
  - *Impact of Peak Visitation* Marketing Study – Carl Ribaudo
  - Board member vacancies\*
  - IPW – Anaheim, CA – June 1 – 5, 2019 Update

#### March 2019 Staff Reports

- Visit Gilroy Executive Director Report
- California Welcome Center Gilroy Manager Report
- California Welcome Center 1<sup>st</sup> Quarter, 2019 Operations Reports

#### 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 – May 16, 2019

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