



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, August 15, 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
- July 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 July 18, 2019 board meeting minutes\*
    - Approval of July 2019 financial reports\*
- Old Business
  - Visit Gilroy Crisis Communication Plan
  - Visit Gilroy/CWC Gilroy Executive Director annual evaluation

Agenda prepared and posted on Friday, August 9, 2019 at 5:00 pm  
Gilroy Chamber of Commerce, 7471 Monterey Street Gilroy, CA 95020

- New Business
  - Visit Gilroy Strategic Planning Session – September 19, 2019
  - Gilroy Peak Travel Research Report – Carl Ribaud
  - Status Report – Short Term Visit Gilroy Website and Social Media Plan
  - Status Report – Tourism Coordinator Staff Position
  - Status Report – RFP for Marketing & Public Relations Agency
  - Proposal & Letter of Engagement – Blaettler Accountancy
  - VisaVue Travel Reports – Domestic & International - Quarter ending June 30, 2019

#### July 2019 Staff Reports

- Visit Gilroy Executive Director July Report
- California Welcome Center Gilroy Manager July 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 – September 19, 2019

## STRATEGIC PLANNING SESSION

8:00 AM – 2:00 PM – HILTON GARDEN INN