



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, Becca Reed, Nancy Maciel

#### AGENDA

Visit Gilroy Board of Directors Regular Board Meeting  
Thursday, November 14, 2019 – 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
- October 2019 website, social media & marketing 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 October 17, 2019 board meeting minutes\*
    - Approval of October 2019 financial reports\*
- New Business
  - Visit Gilroy Destination Perception Study Proposal\*
  - Visit Gilroy 2020 GTBID Annual Marketing Meeting & Budget Draft\*
  - Tourism & Community Engagement Coordinator job description\*
  - City of Gilroy Lodging Report - Qtr. Ending 9/30/19
  - VisaVue Travel Reports – Domestic & International – Qtr. Ending 9/30/19
  - FY 17/18 Gilroy Visitors Bureau 990 tax return
  - Visit Gilroy board of directors vacancy
- Old Business
  - Annual Visit Gilroy presentation to City Council 11-4-19 - Report
  - Visit Gilroy Strategic Planning Session Debrief & Notes Draft – 9/19/19\*
- Staff Reports
  - Visit Gilroy ED monthly report
  - California Welcome Center manager report
- Correspondence

Agenda prepared and posted on Friday, November 8, 2019 at 5:00 pm  
Gilroy Chamber of Commerce, 7471 Monterey Street Gilroy, CA 95020

**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 – January 16, 2020