



Board Members: Barb Granter, Don DeLorenzo, Dave Peoples, Vic Vanni, Zach Hilton, Mike Patel, Adam Sanchez, Maria DeLeon, Mark Turner, Sarah Lira, Brent Bonino, Nancy Maciel, Kurt Michielszen, David McLoughlin, Jeanine Olsen, Tom Cline

AGENDA

Visit Gilroy Board of Directors Regular Board Meeting

Thursday, April 15, 2021 – 8:00 am

Join Zoom Meeting

<https://us06web.zoom.us/j/88075229393?pwd=UUR1K0NmciRuNkp5eFZIWHdhZURkQT09>

Meeting ID: 880 7522 9393

Passcode: 619144

One tap mobile

+13126266799,88075229393#, *619144# US (Chicago)

+16465588656,88075229393#, *619144# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington DC)

+1 346 248 7799 US (Houston)

+1 720 707 2699 US (Denver)

+1 253 215 8782 US (Tacoma)

Meeting ID: 880 7522 9393

Passcode: 619144

Find your local number: <https://us06web.zoom.us/j/88075229393?pwd=UUR1K0NmciRuNkp5eFZIWHdhZURkQT09>

- 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

Agenda prepared and posted on Friday, April 9, 2021 at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- March 2021 Google Analytics & Monthly SMP Reports – 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 18, 2021 board meeting minutes*
- Old Business
 - CWC Gilroy Operations Update
 - Tourism & Community Engagement Coordinator status report
- New Business
 - Approval of March 2021 Financial Reports*
 - Draft 2021 Visit Gilroy Strategic Marketing Plan*
 - GEDP initiatives update - discussion and possible action – 536 proposals *
 - Visit Gilroy 2020 annual TBID & Marketing presentation for Gilroy City Council – 4/19/21
 - Visit Gilroy/CWC Gilroy funding request sent +to City of Gilroy – FY 21/22 & FY 22/23
 - Visit California, U.S. Travel Covid-19 Updates
- Staff Reports
 - Visit Gilroy Executive Director monthly report.
 - California Welcome Center Manager monthly & quarterly operations report
- Board Member Reports (if any)
- 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.

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 20, 2021