



Board Members: Don DeLorenzo, Dave Peoples, Vic Vanni, Zach Hilton, Mike Patel, Adam Sanchez, Mark Turner, Sarah Lira, Brent Bonino, Nancy Maciel, Kurt Michielssen, David McLoughlin, Jeanine Olsen, Tom Cline, Michael Fulcher, Karine Decker

AGENDA

Visit Gilroy Board of Directors Board Meeting
Thursday, August 19, 2021 – 8:00 am
Hilton Garden Inn
6070 Monterey Road
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
- July 2021 Google Analytics Report, Recap of locally funded social media campaign completed 6/30/21 and July 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 July 15, 2021 board meeting minutes*
 - Approval of July 2021 financial reports*
- Old Business
 - CWC Gilroy Operations Update
 - Tourism & Community Engagement Coordinator staffing update
- New Business
 - City of Gilroy Lodging Report – Qtr. Ending 6/30/21
 - Visit Gilroy CWC site visit by Visit California – 6/18/21
 - Website Accessibility ADA Compliance Update & Implementation Plan
 - GEDP Initiatives Update

Agenda prepared and posted on Friday, August 13, 2021, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- Cal Travel Summit & TBID Update – 9/12 – 9/15, 2021
- Visit California Destination Stewardship Planning Guide
- Visit California, U.S. Travel Covid-19 Updates

- Staff Reports
 - Visit Gilroy Executive Director monthly report.
 - California Welcome Center Gilroy Manager monthly reports

- 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 – September 16, 2021