



Board Members: Eric Gebhardt, 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 Michielssen, David McLoughlin, Jeanine Olsen, Tom Cline

#### AGENDA

Visit Gilroy Board of Directors Regular Board Meeting  
Thursday, February 25, 2021 – 8:00 am

Join Zoom Meeting

<https://zoom.us/j/92227272385?pwd=eW5Od1RzZ0R6a1pCMnEwaTUrYkFWdz09>

Meeting ID: 922 2727 2385

Passcode: 197236

One tap mobile

+16465588656,92227272385#, \*197236# US (New York)

+13017158592,92227272385#, \*197236# US (Washington DC)

Dial by your location.

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 922 2727 2385

Passcode: 197236

Find your local number: <https://zoom.us/u/a5FJHPy8N>

- 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
  - Presentation – Mattie Scariot – Poppy Jasper International Film Festival

Agenda prepared and posted on Friday, February 19, 2021 at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- January 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 January 21, 2021 board meeting minutes\*
    - Approval of January 2021 financial reports\*
- Old Business
  - CWC Gilroy Operations Update
  - Gilroy Economic Development Partnership (GEDP) Status Report
  - Tourism & Community Engagement Coordinator Revised Job Description
- New Business
  - CWC Gilroy Vendor Application\*
  - Board Member Vacancy\*
  - Visit Gilroy Vice-Chair Vacancy\*
  - January 2021 STR Lodging Report
  - City of Gilroy Lodging Report – Qtr. Ending 12/31/20
  - Highlights – Visit California Outlook Forum
  - Visit California, U.S. Travel Covid-19 Updates
- Staff Reports
  - Visit Gilroy Executive Director monthly report
  - California Welcome Center Manager monthly 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 – March 18, 2021