



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

AGENDA

Visit Gilroy Board of Directors Board Meeting

Thursday, July 15, 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
- June 2021 Google Analytics Report & VCA/Expedia Coop Campaign Results – 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 June 24, 2021, board meeting minutes*
- Old Business
 - CWC Gilroy Operations Update
 - Tourism & Community Engagement Coordinator staffing update
- New Business
 - Visit Gilroy June Financial Reports*
 - CWC Gilroy Vendor Renewals – FY 21/22*
 - Website Accessibility ADA Compliance Update & Implementation Plan
 - Visit Gilroy SMP Update through 6/30/21 – Articulate Solutions
 - Visit Gilroy TBID Marketing Plan update – 7/1/21 – 12/31/21 – Articulate Solutions
 - GEDP Initiatives Update

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

- CWC Gilroy 2nd Qtr. 2021 Manager Reports
 - Visit California, U.S. Travel Covid-19 Updates
- Staff Reports
 - Visit Gilroy Executive Director monthly report.
 - California Welcome Center 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 – August 19, 2021