



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 Michielsse, David McLoughlin, Jeanine Olsen, Tom Cline

#### AGENDA

Visit Gilroy Board of Directors Regular Board Meeting  
Thursday, March 18, 2021 – 8:00 am

Join Zoom Meeting

<https://zoom.us/j/98313292521?pwd=a2FDMjZzd3QvUnNwNG9uWmlrVWRXZz09>

Meeting ID: 983 1329 2521

Passcode: 840543

One tap mobile

+13017158592,98313292521#, \*840543# US (Washington DC)

+13126266799,98313292521#, \*840543# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

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Find your local number: <https://zoom.us/j/98313292521>

- 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
- February 2021 Google Analytics & Monthly SMP Reports – Articulate Solutions
- Consent Calendar

Agenda prepared and posted on Friday, March 12, 2021 at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- 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 February 25, 2021 board meeting minutes\*
  - Approval of February 2021 financial reports\*
- Old Business
  - CWC Gilroy Operations Update
  - Tourism & Community Engagement Coordinator status report
- New Business
  - Draft TBID Lodging Properties Strategic Marketing Plan – April – December 2021\*
  - Draft 2021 GEDP Communication & Strategic Plan
  - City of Gilroy Press Release – Evaluation process for 536-acre project on Hecker Pas
  - Visit Gilroy 2020 annual TBID & Marketing Plan presentation to Gilroy City Council
  - Highlights – CalTravel Virtual Forum and DMA West Tech Summit
  - 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 – April 15, 2021