



Board Members: Eric Gebhardt, Barb Granter, Don DeLorenzo, Dave Peoples, Vic Vanni, Cat Tucker, 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, November 19, 2020 – 8:00 am

Join Zoom Meeting

<https://zoom.us/j/91940920420?pwd=R3E1SHZiMmhjY20zbDhMVTFYbnpaQT09>

Meeting ID: 919 4092 0420

Passcode: 838480

One tap mobile

+16699009128,,91940920420#,,,,,0#,,838480# US (San Jose)

+12532158782,,91940920420#,,,,,0#,,838480# US (Tacoma)

Dial by your location

+1 669 900 9128 US (San Jose)

- 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
- October 2020 Google Analytics & Monthly SMP Reports – Articulate Solutions
- Presentation – GEDP initiative – Gourmet Alley Downtown Project

Agenda prepared and posted on Friday, November 13, 2020 at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- 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 October 15, 2020 board meeting minutes\*
    - Approval of October , 2020 Financial Reports\*
  
- Old Business
  - CWC Gilroy Operations Update
  - Gilroy Economic Development Partnership (GEDP) Status Report
  
- New Business
  - 990 Tax Filing Status Report – FYE 6/30/20
  - June 30, 2020 Visit Gilroy revised financial reports\*
  - 2021 TBID Budget Discussion
  - CWC Gilroy Business Plan – FY 20/21\*
  - Visit California, U.S. Travel Covid-19 Updates
  
- Staff Reports
  - Visit Gilroy Executive Director monthly report
  - California Welcome Center Manager monthly operations report
  - Tourism & Community Engagement Coordinator monthly 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 – December 17, 2020