



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, December 16, 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
- November 2021 Google Analytics Report; ADA Website Audit & Remediation Summary Report & Digital Influencers Summary 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 November 18, 2021, board meeting minutes*
 - Approval of November 2021 financial reports*
- Old Business
 - CWC Gilroy Operations Update
 - GEDP Initiatives Update
 - Visit California Destination Stewardship Planning Guide Update
- New Business
 - 2022 Gilroy Tourism Business Improvement District (GTBID) budget draft*
 - CWC Gilroy Vendor Application – Gilroy Ostrich Farm*

Agenda prepared and posted on Friday, December 10, 2021, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- Hecker Pass Signage Request – Gilroy Historical Society*
- Visit Gilroy Executive Director Succession Plan
- Report on Carmel, Indiana Mayor James Brainard’s visit to Gilroy
- Visit California, U.S. Travel Covid-19 Updates

- Staff Reports
 - Visit Gilroy Executive Director November monthly report.
 - California Welcome Center Gilroy Manager November monthly report
 - Tourism & Community Engagement Coordinator November 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 – January 20, 2022