



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, April 21, 2022 – 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
 - City Administrator Jimmy Forbis – 3.9 million Clean California Grant Award presentation
- March 2022 Google Analytics Report, 2022 – 1st Qtr. SMP Update & March Marketing Activities – 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 March 17,2022 board meeting minutes*
- Old Business
 - CWC Gilroy Operations Update
 - GEDP Initiatives Update
 - Visit Gilroy Wedding Expo 2022 Final SMP Report
 - President/CEO Succession Planning Committee Update
 - CWC Gilroy Grant Application Update

Agenda prepared and posted on Friday, April 15, 2022, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- New Business
 - Approval of March 2022 Financial Reports*
 - New board of directors representative Hilton Garden Inn – Mary Pastorini
 - Board of Directors Nomination – Eric Gebhardt, Hampton Inn & Suites*
 - Status report – Internet installation at CWC Gilroy by Spectrum Business

- Staff Reports
 - Visit Gilroy Executive Director March report
 - CWC Gilroy Manager March report
 - Tourism & Community Engagement Coordinator March report

- Board Member Reports (if any)
- Correspondence

Adjournment

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. Meeting is accessible to persons with disabilities. 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 Item

Next Visit Gilroy Board of Directors meeting – May 19, 2022