



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, February 24, 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
- January 2022 Google Analytics Report & 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 January 20, 2022, board meeting minutes*
 - Approval of January 2022 financial reports*
- Old Business
 - CWC Gilroy Operations Update
 - GEDP Initiatives Update
 - Visit California Destination Stewardship Planning Guide Update
- New Business
 - Application for Visit Gilroy board membership*
 - Go West Summit Report
 - Outlook Forum & CWC quarterly meeting report
 - St. Mary's Church Cemetery Project

Agenda prepared and posted on Saturday, February 19, 2022, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- Staff Reports
 - Visit Gilroy Executive Director January report
 - CWC Gilroy Manager January report
 - Tourism & Community Engagement Coordinator January report
- Board Member Reports (if any)
- Correspondence

Adjournment of regular board of directors meeting

- Closed Session
 - Personnel Matter – discussion regarding succession planning for Visit Gilroy Executive Director position and potential restructuring of organization.

Report out any action taken, if any, during Closed Session

Adjournment of Closed Session

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.