



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, January 20, 2022 – 8:00 am
Zoom Meeting

Join Zoom Meeting

<https://us06web.zoom.us/j/82759818987?pwd=SGNZbzVqd2l2bk1GVmlvRTd5VjQ0UT09>

Meeting ID: 827 5981 8987

Passcode: 564253

One tap mobile

+12532158782,82759818987#, *564253# US (Tacoma)

+13462487799,82759818987#, *564253# US (Houston)

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 720 707 2699 US (Denver)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Meeting ID: 827 5981 8987

Passcode: 564253

Find your local number: <https://us06web.zoom.us/u/km46fVEVg>

- 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

- December 2021 Google Analytics Report & Marketing Activities – Articulate Solutions

Agenda prepared and posted on Friday, January 14, 2022, at 4:00 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 December 16, 2021, board meeting minutes*
- Old Business
 - CWC Gilroy Operations Update
 - GEDP Initiatives Update
 - Visit California Destination Stewardship Planning Guide Update
- New Business
 - Approval of December 2021 Visit Gilroy financial reports*
 - Discussion of amending Visit Gilroy Operating Reserve Fund Policy*
 - Articulate Solutions Proposal – Completion of Website ADA Compliancy*
 - St. Mary’s Church Cemetery Project
 - Change board meeting date for February to February 24, 2022
 - Discussion of new date for tour of CMAP
- Staff Reports
 - Visit Gilroy Executive Director December report
 - CWC Gilroy Manager December report
 - CWC Gilroy Manager quarterly report – 10/1/21 – 12/31/21
 - Tourism & Community Engagement Coordinator December 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.

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