



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, March 17, 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
- February 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 February 24, 2022, board meeting minutes\*
    - Approval of February 2022 financial reports\*
- Old Business
  - CWC Gilroy Operations Update
  - GEDP Initiatives Update
- New Business
  - Board of Directors Update
  - City of Gilroy Lodging Report – Qtr. ending 12/31/21
  - Visit Gilroy 2021 TBID presentation – Gilroy City Council
  - St. Mary's Church Cemetery Project

Agenda prepared and posted on Wednesday, March 9, 2022, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

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