



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, September 22, 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
- August 2022 Google Analytics Report, SMP Review, August Marketing Activities & Responses to General Questions– 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 August 18, 2022, board meeting minutes*
 - Approval of August 2022 financial reports*
- Old Business
 - Introduction of New CWC Manager
 - Succession Planning Committee Update
 - GEDP Initiatives Update
- New Business
 - City of Gilroy Lodging Report-Q2 2022
 - San Francisco Media Reception-September 22, 2022
 - Collateral Updates

Agenda prepared and posted on Friday, September 16, 2022, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- Staff Reports
 - Visit Gilroy Executive Director August 2022 report
 - CWC Gilroy Manager August 2022 report
 - Tourism & Community Engagement Coordinator August 2022 report
- Board Member Reports (if any)
- Correspondence

Adjournment of regular board of directors meeting

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 – October 20, 2022, at 8:00 am.