



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, April 20, 2023 – 8:00 am
Hampton Inn
5975 Travel Park Cir
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
- March 2023 Google Analytics Report, March Marketing Activities
- 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 16, 2023, board meeting minutes*
 - Approval of March 2023 financial reports*
- Old Business
 - Employee handbook update.
 - Update on audit
- New Business
 - Strategic Plan update
 - Outlets negotiation*
 - Wedding show disposition and future
 - New Videos
- Staff Reports
 - Visit Gilroy Executive Director March 2023 report.
 - CWC Gilroy Manager March 2023 report
 - Tourism & Community Engagement Coordinator March 2023 report
- Board Member Reports (if any)
- Correspondence

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 Frank Johnson at (408) 842-6436 at least 48 hours prior to the meeting.

www.visitgilroy.com

*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – May 18, 2023, at 8:00 am

Agenda prepared and posted on Friday, April 14, 2022, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

