



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, Feb 16, 2023 – 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 2023 Google Analytics Report, January 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 January 19, 2023, board meeting minutes*
 - Approval of January 2023 financial reports*
- Old Business
 - New Treasurer, Trevor Van Laar
 - New Secretary, Dave Peoples
 - GEDP Initiatives Update
- New Business
 - New Board Member -Mark Jacobsen
 - Proposal to move VG hours to 6 pm
 - Proposed employee handbook revision. 1,250 by Kevin Courtney*
 - Discussion on Strategic Plan
 - New hire
 - Electronic Billboard Discussion on Hwy 101*
- Staff Reports
 - Visit Gilroy Executive Director January 2023 report
 - CWC Gilroy Manager January 2023 report
 - Tourism & Community Engagement Coordinator January 2023 report
- Board Member Reports (if any)

Agenda prepared and posted on Friday, February 9 2023, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- 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 – March 16, 2023, at 8:00 am.