



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, June 15, 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
- May 2023 Google Analytics Report, May 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 May 18, 2023, board meeting minutes*
 - Approval of May 2023 financial reports*
- Old Business
 - Strategic Plan approval*
 - Report on Lease
 - New Hires update
- New Business
 - Strategic Marketing Plan Start
 - New Hires
 - New Board Member's Discussion and nominations*
 - FY 2023-2024 Budget*
- Staff Reports
 - Visit Gilroy Executive Director May 2023 report.
 - CWC Gilroy Manager May 2023 report
 - Tourism & Community Engagement Coordinator May 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. Meetings are 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

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

*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – July 20, 2023, at 8:00 am

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