



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, March 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
- February 2023 Google Analytics Report, February 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 February 16, 2023, board meeting minutes\*
    - Approval of February 2023 financial reports\*
- Old Business
  - Employee handbook update.
- New Business
  - Advertising buys.
  - Discussion on Strategic Plan
  - Outlets renegotiation
  - Outlook Conference
  - Audit/Compilation Update
- Staff Reports
  - Visit Gilroy Executive Director February 2023 report.
  - CWC Gilroy Manager February 2023 report
  - Tourism & Community Engagement Coordinator February 2023 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, March 10, 2023, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

**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](http://www.visitgilroy.com)

\*Denotes Action Item

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