



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, August 17– 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
- July 2023 Google Analytics Report, July 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 July 18, 2023, board meeting minutes\*
    - Approval of July financial reports\*
- Old Business
  - New Hires
  - Welcome new Board members
  - Audit update
  - Agri-Tourism update
  - New Officers for official purposes\*
    - Eric Gephardt
    - Mark Jacobsen
    - Trevor Van Laar
    - Dave Peoples
    - Frank Johnson
- New Business
  - New Board Member's Discussion and nominations\*
  - IPW update May 3-7 at the Los Angeles Convention Center in Los Angeles, California.
  - New Wraps at Outlets mention Taprooms.
  - New Gilroy Premium Outlets Sign
  - Approve City CPI budget increase by 5.5983%\*
  - Mercury News co-op with City Chamber
- Staff Reports
  - Visit Gilroy Executive Director July 2023 report.

Agenda prepared and posted on Friday, August 11, 2023, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

- CWC Gilroy Manager June 2023 report
- Tourism & Community Engagement Coordinator July 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](http://www.visitgilroy.com)

\*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – September 21, 2023, at 8:00 am