



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, Sept 21 – 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
- August 2023 Google Analytics Report, August Marketing Activities (Corrected from “July” to “August” 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 August 17, 2023, board meeting minutes*
 - Approval of August financial reports*
- Old Business
 - Welcome new Board members.
 - Audit update
 - Agri-Tourism update
 - Mercury News co-op with City Chamber
- New Business.
 - New giftshop items*
 - Visit California Steering Committee update
 - Geo-fencing snapshot
 - Website update
 - Fishing Blog
 - GMH ad
 - Gilroy’s culinary scene
- Staff Reports
 - Visit Gilroy Executive Director Aug 2023 report.
 - CWC Gilroy Manager Aug 2023 report
 - Tourism & Community Engagement Coordinator Aug 2023 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, September 15, 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. 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

*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – October 19, 2023, at 8:00 am