



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, October 19 – 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
- Sept 2023 Google Analytics Report, Sept 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 Sept 21, 2023, board meeting minutes\*
    - Approval of Sept financial reports\*
- Old Business
  - Audit update
  - Agri-Tourism update
  - Mercury News co-op with City Chamber
  - Visit California Steering Committee update
  - Website update
  - IPW Update
- New Business.
  - All Blogs update (fishing)
  - National Parks Trips Ad
  - “Influencer” for downtown
  - Tourism Summit Nov 6.
  - Welcome Center meeting November 14-15
  - Historical Photos in CWC
  - Kiosks Project
- Staff Reports
  - Visit Gilroy Executive Director Sept 2023 report.
  - CWC Gilroy Manager Sept 2023 report
  - Tourism & Community Engagement Coordinator Sept 2023 report
- Board Member Reports (if any)

Agenda prepared and posted on Friday, October 13, 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. 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 – November 16, 2023, at 8:00 am (Later changed to November 9, 2023, at 8:00am)