



AGENDA

Visit Gilroy Board of Directors Meeting

Thursday, January 18 – 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
- Nov-Dec 2023 Google Analytics Report, Nov-Dec 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 Nov 9, 2023, board meeting minutes*
 - Approval of Nov financial reports*
 - Approval of Dec financial reports*
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- Old Business
 - Christmas Party update
 - Welcome Center meeting November 14-15
 - Website update
- New Business.
 - New Blogs – Holiday and Dine Around the World in Gilroy.
 - Welcome Center meeting November 14-15
 - California Welcome Center Kiosk Program
 - Behind the Beer
 - New Employee
- Staff Reports
 - Visit Gilroy Executive Director Nov-Dec 2023 report.
 - CWC Gilroy Manager Nov-Dec 2023 report
 - Tourism & Community Engagement Coordinator Nov-Dec 2023 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, January 12, 2024, 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 – Feb 15, 2024, at 8:00 am