



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, March 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
- Feb 2023 Google Analytics Report, Feb 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 Feb 15, 2024, board meeting minutes*
 - Approval of Feb financial reports*
- Old Business
 - Website and branding update
 - Co-op with chamber and The City update
- New Business.
 - Addition to budget payroll not to exceed \$3,900*
 - Tax return completed. Non-financial changes
 - Website/branding update
 - Travel Show, Outlook Conference, IPW,CTCC update
 - TBID Budget*
 - Visit Santa Cruz and possible relationship.
- Staff Reports
 - Visit Gilroy Executive Director Feb 2024report.
 - CWC Gilroy Manager Feb 2024 report
 - Tourism & Community Engagement Coordinator Feb. 2024 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.

Agenda prepared and posted on Friday, March 14, 2024, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

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 – April 18, 2024, at 8:00 am