



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, August 15 – 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 2024 Google Analytics Report, July 2024 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, 2024, board meeting minutes\*
    - Approval of July 2024 financial reports\*
- Old Business
  - Website and branding update
  - Downtown Uber program
  - Kiosk update
  - Video Production Update
  - Staff orientation of Downtown
- New Business.
  - Hire Verdin Marketing for Strategic Marketing Plan\*
  - Wine, Ale, Taco and Art Trails
  - Farm to Table Field Trip
  - Book Direct \$4000 - \$3000 a year with \$1000 set-up\*
  - Yosemite Journal Placement
- Staff Reports
  - Visit Gilroy Executive Director July 2024 report.
  - CWC Gilroy Manager July report
  - Tourism & Community Engagement Coordinator July 2024 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, August 9, 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](http://www.visitgilroy.com)

\*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – Sept 19, 2024, at 8:00 am

Agenda prepared and posted on Friday, August 9, 2024, at 5:00 pm  
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