



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, July 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
- June 2024 Google Analytics Report, June 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 June 20, 2024, board meeting minutes*
- Old Business
 - Website and branding update
 - Downtown Uber program
 - Kiosk update
 - Video Production Update
- New Business.
 - Strategic Marketing Plan
 - Influencer update
 - Group Experiences update
 - Staff orientation of Downtown
 - Ale Trail and Gamification
- Staff Reports
 - Visit Gilroy Executive Director June 2024 report.
 - CWC Gilroy Manager June report
 - Tourism & Community Engagement Coordinator June 2024 report
- Board Member Reports (if any)
- Correspondence
- Closed Session to discuss budget revision*

Agenda prepared and posted on Friday, June 14, 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 – August 15, 2024, at 8:00 am