



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, October 17 – 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 2024 Google Analytics Report, Sept 2024 Marketing Activities. - Frank
- 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 September 19, 2024, board meeting minutes*
 - Approval of September 19 2024 financial reports*
- Old Business
 - Website, CRM and branding update
 - Ale Trail Map
 - Moviemaker Magazine
 - Branding Package
- Staff Reports
 - CWC Gilroy Manager Sept report
 - Tourism & Community Engagement Coordinator Sept 2024 report
- Board Member Reports (if any)
- Correspondence
- Marketing Company workshop Appx 60 minutes

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 – November 21, 2024, at 8:00 am

Agenda prepared and posted on Friday, October 11, 2024, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020