



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, January 16 2025 – 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 2024 Google Analytics Report, Nov-Dec 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 Nov 21, 2024, board meeting minutes*(in previous packet)
 - Approval of Nov 2024 (in previous packet) financial reports*
 - Approval of Dec 2024 financial reports*
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 - Old Business
 - POS Update
 - Audit update – materials sent
 - New Business
 - Go West Summit
 - Requesting Visit Gilroy Board Participation in Public Events
 - Strategic Marketing Plan
 - New items in Welcome Center
 - Website, CRM and branding Demonstration
 - Staff Reports
 - Visit Gilroy Executive Director Nov - Dec 2024 report.
 - CWC Gilroy Manager Nov - Dec 2024 report
 - Tourism & Community Engagement Coordinator Nov.- Dec 2024 report
 - Board Member Reports (if any)
 - Correspondence
- Closed session
- New Board members*

Agenda prepared and posted on Friday, Jan 9, 2025, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020