



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, November 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
  - Oct 2024 Google Analytics Report, Oct 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 Oct 17, 2024, board meeting minutes\*
      - Approval of Oct 2024 financial reports\*
  - Old Business
    - Website, CRM and branding update
    - POS Update
    - Audit update – materials sent
    - Holiday Party
    - Trails Update
    - Sharks Items in store\*
  - New Business
    - Gourmet Alley update
    - Marketing snapshot
    - Website audit
    - No December Meeting
  - Staff Reports
    - Visit Gilroy Executive Director Oct 2024 report.
    - CWC Gilroy Manager Oct report
    - Tourism & Community Engagement Coordinator Oct 2024 report
  - Board Member Reports (if any)
  - Correspondence
- Closed session
- Discussion about staff\*

Agenda prepared and posted on Friday, Nov 15, 2024, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020