



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, February 21, 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
- Jan 2025 Google Analytics Report, Jan 2025 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 Jan 17, 2025, board meeting minutes*s
 - Approval of Jan 2025 financial reports*
- Old Business
 - Audit update – Auditor Visit
- New Business
 - Bay Area Travel Show March 15-16
 - Outlook Conference March 3-5
 - Poppy Jasper International Film Festival media buy
 - Yosemite Parks Journal placement
 - California Welcome Center submission
 - New items in Welcome Center
 - 2025 TBID Budget*
- Staff Reports
 - Visit Gilroy Executive Director Jan 2025 report.
 - CWC Gilroy Manager Jan 2025 report
 - Tourism & Community Engagement Coordinator Jan 2024 report
- Board Member Reports (if any)
- Correspondence
- Website, CRM and branding demonstration

Agenda prepared and posted on Friday, Jan 9, 2025, 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 – Feb 20, 2025, at 8:00 am