



**Board Chair:** Don DeLorenzo

**Board Members:** Eric Gebhardt, Barb Granter, Heather Roach, Brian Bowe, Dave Peoples, Vic Vanni, Cat Tucker, John Schoenthaler, Mike Patel, Adam Sanchez, Maria DeLeon, Mark Turner, Tammy Brownlow, Melony Prater

## AGENDA

Gilroy Welcome Center Board of Directors Regular Meeting

**Thursday, April 12, 2018 – 8:00 am**

**\*\*Garlic Festival Board Room\*\***

7473 Monterey Street

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
- Board Member Reports
- 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 March 15, 2018 board of directors meeting minutes\*

### Old Business

- Visit Gilroy website launch report
- Visit Gilroy Wedding Expo update
- Proposed increase in Santa Clara County TOT percentage update
- Recommendation for additional GWC board of directors\*
- Next steps – GWC Strategic Plan – FY 2018/2019

Agenda prepared and posted Friday, April 6, 2018 at 5:00pm  
Gilroy Chamber of Commerce 7471 Monterey St. Gilroy, CA 95020

#### New Business

- Crisis Communications Plan discussion
- Discussion of potential revenue generating measures
- GWC quarter ending 3/31/18 reports

#### Gilroy Welcome Center Monthly Staff Reports

- GWC Executive Director Report
- GWC Manager Report
- GWC Assistant Marketing Manager Report

#### Correspondence

#### Adjournment of Board Meeting

**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.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jane Howard at (408) 842-6436 at least 48 hours prior to the meeting.

Denotes Action Items\*

Next GWC board of directors meeting – May 17, 2018