



AGENDA

Visit Gilroy Board of Directors Meeting
Thu, Oct 15, 2026, 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 2026 Google Analytics Report, Sept Marketing Activities – Social Media insights
- 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 Sept 17 2026, board meeting minutes*
 - Approval of Sept 2026 financial reports *

Old Business

- Sports Tourism Resource Page

New Business

- What does Garlic mean to Gilroy?
- Presentation by the Abbi Agency

Staff Reports

Visit Gilroy Executive Sept 2026 report

CWC Gilroy Manager Sept 2026 report

Tourism & Community Engagement Coordinator June 2026 report

Board Member Reports (if any)

- Correspondence

Agenda prepared and posted on Friday, October 9, 2026, 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 – Nov 19, 2026, at 8:00 am

