



## AGENDA

Visit Gilroy Executive Board of Directors Meeting  
Wednesday, June 17, 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
- May 2026 Google Analytics Report, May 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 May 2026, board meeting minutes\*
      - Approval of May 2026 financial reports \*

### Old Business

- Pinterest, New writers, AI
- Visit California Podcast Visit California Calander
- TOT and TBID update
- Expedia campaign report
- FIFA and World Cup

### New Business

- Improved Hiking Section
- Jonathan Bohnenberger has been nominated for the Executive Board. Vote to approve\*
- New RFP for Marketing Company
- Vote to approve selection committee and allow them to choose Visit Gilroy's new Marketing company\*.

### Staff Reports

Visit Gilroy Executive June 2026 report

Agenda prepared and posted on Friday, June 12, 2026, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

CWC Gilroy Manager June 2026 report

Tourism & Community Engagement Coordinator June 2026 report

- Staff Reports
  - Visit Gilroy Executive May 2026 report.
  - CWC Gilroy Manager May 2026 report
  - Tourism & Community Engagement Coordinator May 2026 report
- Board Member Reports (if any)
- Correspondence

**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](http://www.visitgilroy.com)

\*Denotes Action Item

Next Visit Gilroy Board of Executive Directors meeting – July 15, 2026, at 8:00 am



Agenda prepared and posted on Friday, June 12, 2026, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020