



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, August 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
- Vote on new Board member Kelli Jones from Performance Foodservice*
- July 2025 Google Analytics Report, July 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 June 19, 2025, board meeting minutes*
 - Approval of June 19, 2025 financial reports*
 - Approval of July 17, 2025, board meeting minutes*
 - Approval of July 17, 2025 financial reports*
- Old Business
- New Business
 - Nomination of board officers. Chairman and Treasurer*
 - California Welcome Center Budget FY2025 -2026*
 - Affiliate links that recommend non-Gilroy hotels.
 - Policy for procuring content for marketing purposes
 - Conversation with Wedgewood Weddings
 - Perspective on the Garlic Festival
- Staff Reports
 - Visit Gilroy Executive Director July 2025 report.
 - CWC Gilroy Manager July 2025 report
 - Tourism & Community Engagement Coordinator July 2025 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, August 15, 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 – September 18, 2025, at 8:00 am