



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, April 17, 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
- March 2025 Google Analytics Report, March 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 March 20, 2025, board meeting minutes\*
    - Approval of March 20 2025 financial reports\*
- Old Business
- New Business
  - Regional Events
  - Simpleview Conference
  - Book Direct Lodging Report
  - TBID Renewal Start Planning for Dec 2027 Contract with Civitas\*
  - May's meeting moved due to Mexico Mission
  - Face of America Magazine
- Staff Reports
  - Visit Gilroy Executive Director March 2025 report.
  - CWC Gilroy Manager March 2025 report
  - Tourism & Community Engagement Coordinator March 2025 report
- Board Member Reports (if any)
- Correspondence
- CLOSED SESSION – Compensation Structure\*  
Public Employee Performance Evaluation  
(Government Code Section 54957)

Agenda prepared and posted on Friday, April 11, 2025, at 5:00 pm  
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

Titles:

Executive Director

Welcome Center Manager

Tourism and Community Engagement Coordinator

**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 Directors meeting – May 22, 2025, at 8:00 am **ONE WEEK LATER THAN USUAL**