



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, May 22, 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
- April 2025 Google Analytics Report, April 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 April 17, 2025, board meeting minutes*
 - Approval of April 17 2025 financial reports*
- Old Business
 - TBID Renewal Start Planning for Dec 2027 Contract with Civitas
 - Face of America Magazine Update
- New Business
 - Book Direct Lodging Report
 - Mexico Mission Update
 - "Bay Area Garlietown Loop" – Solidifying Gilroy's relevance to the Bay Area
 - Small Meeting Magazine Ad
 - Collateral in Spanish
 - Accept Lease Renewal Offer*
- Staff Reports
 - Visit Gilroy Executive Director May 2025 report.
 - CWC Gilroy Manager May 2025 report
 - Tourism & Community Engagement Coordinator May 2025 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

*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – June 19, 2025, at 8:00 am