



## AGENDA

Visit Gilroy Board of Directors Meeting  
Thursday, June 19, 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
- May 2025 Google Analytics Report, May 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 May 22,, 2025, board meeting minutes\*
    - Approval of May 22, 2025 financial reports\*
- Old Business
  - Mexico Mission Data
  - "Bay Area Garlictown Loop" – Update
- New Business
  - Book Direct Lodging Report
  - Spice Guide – biggest print expense
  - San Jose Map
  - Video and Photoshoots
- Staff Reports
  - Visit Gilroy Executive Director June 2025 report.
  - CWC Gilroy Manager June 2025 report
  - Tourism & Community Engagement Coordinator June 2025 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, June 13, 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](http://www.visitgilroy.com)

\*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – July 17, 2025, at 8:00 am