

**Visit Pleasant Hill Tourism Improvement District**  
**Regular Board Meeting Minutes**  
**Date: April 23rd, 2025**  
**Time: Called to order at 10:12am-11:30pm.**  
**Location: 2255 Contra Costa Blvd, Ste 307, Pleasant Hill, CA 94523**

**1. Call to Order**

The meeting was called to order by Jeremy Carlson, Vice-Chair at 10:12am

**2. Roll Call**

Present:

Tony Patel, Jay Rana, Zach Seal, Jeremy Carlson, Beth Muzik

Absent:

Tracie Collins

**3. Public Comment**

No public comment

**4. Approval of Previous Meeting Minutes**

Motion to approve the minutes of the April 2nd meeting

Motion: Jay Rana

Second: Tony Patel

Vote: Approved

**5. Accept & Receive March Financial Report**

Presentation and discussion of financial statements, revenue, and expenses

Presented by: Trish Snowden

Motion: Zach Seal

Second: Tony Patel

Vote: Accepted

**6. Presentation & Approval of Revised By-Laws**

Trish sent in the board packet and also reviewed what changes were made, mainly the name, the fiscal year change and one government code correction.

Motion to approve revised by-laws: Zach Seal

Second: Jay Rana

Vote: Approved

## **7. Approval of new employee benefits plan and budget correction.**

Trish presented the numbers on the new benefits plan with a roughly \$6,000 per year savings to VPH and presented updated budget reflecting the change for approval.

Motion to approve: Tony Patel

Second: Jeremy Carlson

Vote: Approved

## **8. Acceptance of new audit firm hired to conduct annual audit.**

Trish presented the new firm that she hired, Noren, Nordling and Associates and shared their bio and RFP. They have already started the process and have committed to being done no later than July 1<sup>st</sup>.

## **9. CEO Updates**

VPH will be running the Champagne booth again at AWM this year and will need help from the hotels. Will be sending out a volunteer sign-up sheet. Trish attended a Tradeshow in Tempe, AZ where she met with 24 meeting planners/travel agents and was able to get some good interest to follow-up on. Trish will be taking vacation for April 28<sup>th</sup>-May 2<sup>nd</sup>.

## **10. Sales & Marketing Updates**

Due to time constraints, the monthly report will be emailed to the board after the meeting

## **11. Chamber Updates**

Jeremy Carlson reported on the Chamber and the Pleasant Hill Foundation are putting on a fundraiser "Casino Royale" on April 26<sup>th</sup>. Art, Wine & Music planning is in full swing and takes place May 17<sup>th</sup> & 18<sup>th</sup>. Please get the word out to your guests.

## **12. City Updates**

Zach Seal reported that city is hosting an Earth day event with the OTG on April 24<sup>th</sup> and a Juneteenth celebration with the 19<sup>th</sup> OTG. The Night Market kicks off on May 2<sup>nd</sup> and will continue on the 1<sup>st</sup> and 3<sup>rd</sup> Friday each month, at the Diablo Plaza/Chilpancingo Park, there will be food stalls, retail vendors and activities for kids. Still looking at the potential Farmers Market for 2026, new businesses that have submitted permits are Cali-Kid Burgers and Osaka Market. The technical grant of up to \$7500 is still open for local businesses, apply with the city.

**Meeting adjourned at 11:30am**

**Next Meeting Date: May 28th.**