

Visit Pleasant Hill Tourism Improvement District
Regular Board Meeting Minutes
Date: January 22, 2025
Time: Called to order at 10:11am-11:57pm.
Location: 2255 Contra Costa Blvd, Ste 307, Pleasant Hill, CA 94523

1. Call to Order

The meeting was called to order by Tracie Collins, Chairperson at 10:11am.

2. Roll Call

Present:

Tracie Collins, Jay Rana, Lee Roberts, Zach Seal, Jeremy Carlson

Absent:

Tony Dungar, Dawn Canlas

3. Public Comment

No public comment

4. Adjourn to Closed session from 10:13am-10:42am

5. Re-Open open session at 10:42.

6. Closed session report out

Tracie Collins revealed that after hearing the staff presentation by CEO, Trish Snowden, the board voted to revise the employee agreements on the sections including healthcare and 401K. By doing this, it addresses the deficiency addressed in the annual audit report on the possible benefits overpayment by VPH, which was found not to be the case.

7. Approval of Previous Meeting Minutes

Motion to approve the minutes from the November 12th meeting.

Motion: Tracie Collins

Second: Jeremy Carlson

Vote: Approved with 1 abstention from Lee Roberts who was not in attendance in November.

8. Financial Report

Presentation and discussion of financial statements, revenue, and expenses

Presented by: Trish Snowden

Motion to approve financial report: Jeremy Carlson

Second: Zach Seal

Vote: Accepted

9. Approval Audit Recommendations & Presentation

Trish presented action plans on recommendations included in the annual audit. The board discussed and approved the recommendations but will take the 2 policies suggested, **Executive Compensation Policy** and **Payroll and Benefits Change Management Procedure** and take time to review and discuss and vote on them at the February board meeting.

10. New Board Member Introduction

Lee Roberts, General Manager with Hyatt House, be assuming the standing board member position from Hyatt House.

11. CEO Updates

Staff will be presenting first draft of the 2025/26 budget at the February meeting, please get any ideas or suggestion to us before then. DVC new student orientation day/tour will be January 29th. The upcoming Conference & Tradeshow calendar was reviewed. Also discussed staff review process. Trish will review Viola and bring to the board for approval. Traice will review Trish and bring to the board for approval by the March 26th meeting to be on time for an April 1st review date.

12. Sales & Marketing Updates

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

13. Chamber Updates

Jeremy Carlson reported on Whiskey Tasting on Feb 1st, Mayor's Breakfast on Feb 25th and AWM coming up May 17-18. Also networking groups are starting back up 680, Women' and Young Professional's groups are all starting back up from since before Covid, wee website for dates and locations.

14. City Updates

Zach Seal reported that Crumbs and The Royale will be opening soon. The pond project is put off likely for another year. OTG is coming back and may be looking for sponsorships this year. Trish has been added as a member with the Economic Development Committee this year. Still pursuing the Farmers Market. Looking into a Night Market 1 Friday a month at the Diablo Plaza/Chilpancingo Park, looking to start in May of this year. City is close on announcing a new tenant for the old OSH space.

Meeting adjourned at 11:57am.

Next Meeting Date: February 26th.

Note: Several members had conflicts on March 26th, so pushing the March meeting to April 2nd. Regular April 23rd meeting will stay as scheduled.