

**Visit Pleasant Hill Tourism Improvement District**  
**Regular Board Meeting Minutes**  
**Date: July 30th, 2025**  
**Time: Called to order at 10:13am-11:40pm.**  
**Location: 2255 Contra Costa Blvd, Ste 307, Pleasant Hill, CA 94523**

**1. Call to Order**

The meeting was called to order by Tracie Collins, Chair at 10:06am

**2. Roll Call**

Present:

Zach Seal, Jeremy Carlson, Beth Muzik, Tracie Collins, Jay Rana

Absent:

Tony Patel

Staff Present:

Trish Snowden, CEO

Viola Ncube, VP of Sales & Marketing

**3. Public Comment**

No public comment

**4. Approval of June 25th Meeting Minutes**

Motion to approve the minutes of the June 25th meeting

Motion: Tracie Collins

Second: Jeremy Carlson

Vote: Approved

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

Presentation and discussion of financial statements, revenue, and expenses. Trish shared that the City Fee needs a correction as it was posted incorrectly by our accountants. It will be corrected as soon as I contact them about the error.

Presented by: Trish Snowden

Motion: Jeremy Carlson

Second: Tracie Collins

Vote: Accepted

## **6. Presentation & Approval of 2025-26 Budget Revisions**

Trish reviewed the final carryover numbers and assessment surplus from the now audited, closed and locked 2024-25 financials. Those numbers caused a need to adjust the 2025-26 budget and she presented that updated budget to the board for approval.

Motion: Jay Rana

Second: Beth Muzik

Vote: Approved

## **7. Sales & Marketing Presentation**

Viola shared a slide presentation highlighting the 2025-27 Sales & Marketing Plan. No adjustments or questions were brought forth by the board and therefore a final copy will be printed and a copy given to each board member.

## **8. CEO Updates**

Trish shared an update on the successful booth experience at the Blues & Brews festival, thanks for those that sent people to help. Reminder that VPH will be presenting our annual report to City Council on Aug 4<sup>th</sup> at 7pm, attendance by all board members is recommended.

## **11. Chamber Updates**

Jeremy Carlson reported no pertinent updates at this time.

## **12. City Updates**

Zach Seal reported that the farmers market is still in talks and will likely start in May of 2026. The location being discussed is on Trelany Road. Viola asked some questions of Zach on building openings and what the process would be if VPH wanted to do some pop-ups. Zach explained to talk with permitting to find out what permits might be needed and the property managers of the buildings for price and availability. Beth Muzik of Hyatt House brought up some questions about the upkeep of the monument and the surrounding landscape and Zach will refer her to the appropriate City dept. for further clarification. Jeremy agreed to share the VFW contacts he is aware of that may have a duty to keep this area maintained.

**Meeting adjourned at 11:40am**

**Next Meeting Date: August 27th.**