

**Visit Pleasant Hill Tourism Improvement District
Regular Board Meeting Minutes**

Date: June 25th, 2025

Time: Called to order at 10:06am-11:30pm.

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:

Tony Patel, Zach Seal, Jeremy Carlson, Beth Muzik, Tracie Collins

Absent:

Jay Rana

Staff Present:

Trish Snowden, CEO via Zoom

3. Public Comment

No public comment

4. Annual Audit Presentation with Noren, Nordling & Associates

James Dillion reported out the findings of the annual audit with no deficiencies or material weaknesses to report. He did report out that the findings of last years audit have been addressed and they are satisfied with our actions. Upon acceptance of the following docs, the Financial Statements will be sent to Jitasa and the Board.

Motion to accept the Mgmt. Rep Letter and the Client Communications Letter from NNA

Motion: Zach Seal

Second: Tracie Collins

Vote: Approved

5. Approval of Previous Meeting Minutes

Motion to approve the minutes of the April 23rd meeting

Motion: Tracie Collins

Second: Tony Patel

Vote: Approved

6. Accept & Receive April & May Financial Report

Presentation and discussion of financial statements, revenue, and expenses

Presented by: Trish Snowden

Motion: Zach Seal

Second: Jeremy Carlson

Vote: Accepted

7. Presentation & Approval of 2025-26 Budget Revisions

Trish reviewed the requested revisions and contingency plans for any decrease in funds due to travel slow downs. The revisions were focused on taking monies from our larger marketing allocations and move it to local social media contractors.

Motion: Tracie Collins

Second: Jeremy Carlson

Vote: Approved

8. Board Meeting Schedule

With summer vacations expected, Trish confirmed with everyone about the next 3 meetings to be sure everyone to be sure we will have a quorum. The July 23rd meeting was then moved to July 30th to accommodate everyone's schedules better. August and September will remain as the 4th Wednesday of the Month.

9. CEO Updates

VPH will be sponsoring the 4th of July event, participating in the parade as we have done the past 2 years. We are also a sponsor with Rec & Parks Blues & Brews Festival, July 18-19 and will have a booth. I will be sending out a sign-up genius to ask for volunteers from the hotel teams. Reminder to put Aug 4th on your calendars for the annual report to City Council presentation. Gave an update on Ripe, our website booking engine, we are looking at options to work with the Bay Area Host Committee for Super Bowl & FIFA coming to the Bay area, I have been appointed to the Board of Directors for Cal Travel, which does advocacy for Travel & Tourism industry in CA, there are 4 meetings a year. I will be traveling to Chicago the 2nd week of July to attend the Destination's Int'l Annual convention.

11. Chamber Updates

Jeremy Carlson reported on the success of this year's Art, Wine & Music Festival, some new events are in the works for this year for around Day of the Dead and the golf tournament is still a question as to whether they will do again. The 3 networking groups; 680, Women's and Young Professionals are in full swing and are still growing their attendance, please share with your teams for a great opportunity to network with other liked minded professionals.

12. City Updates

Zach Seal reported that Osaka Marketplace is close to having permits approved. City has engaged in several new events this year including Earth Day, Juneteenth for the 2nd year, OTG again and the Night Market, which will be open on the 4th of July where fireworks will be able to be viewed from. The old Kelly Moore site has been approved for another paint store, Vista Paints, no date set.

Meeting adjourned at 11:30am

Next Meeting Date: July 30th.