

Visit Pleasant Hill Tourism Improvement District
Regular Board Meeting Minutes
Date: April 2nd, 2025
Time: Called to order at 10:17am-12:01pm.
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 10:17am.

2. Roll Call

Present:

Tracie Collins, Jay Rana, Zach Seal, Jeremy Carlson

Absent:

Tony Patel

3. Public Comment

No public comment

4. Adjourn to Closed session from 10:18am-11:22am

5. Re-Open open session at 11:22

6. Closed session report out

Traice Collins reported that after hearing the overview of Viola Ncube's annual review and recommendations by Trish Snowden and then the Board reviewing Trish Snowden's annual review conducted by Tracie Collins, both reviews were approved with a 2.4% COLA increase(based on the US bureau of Labor Statistics Consumer Price Index as of Feb. 2025 at 2.4%) and a \$10K performance based bonus for both Viola and Trish.

Motion: Jeremy Carlson

Second: Tracie Collins

Vote: Approved

7. Approval of Previous Meeting Minutes

Motion to approve the minutes of the February 26th meeting

Motion: Zach Seal

Second: Jeremy Carlson

Vote: Approved

8. Accept & Receive February Financial Report

Presentation and discussion of financial statements, revenue, and expenses

Presented by: Trish Snowden

Motion: Jeremy Carlson

Second: Tracie Collins

Vote: Accepted

9. Presentation & Approval of 2025/26 Annual Budget

Trish & Viola presented recommendations for the 2025/26 budget.

The board discussed the budget, had a few questions of clarification and requested staff to re-look at the employee benefits costs, bring a chart with exact costs per employee and present this at the April meeting.

Motion to approve without benefits costs: Zach Seal

Second: Jeremy Carlson

Vote: Approved

10. Nomination and Vote for Vice-Chair

Tracie Collins brought a recommendation to the board that we nominate Jeremy Carlson as the Vice-Chair to be a back up for the Chair in case she is unavailable.

Motion to approve: Tracie Collins

Second: Jay Rana

Vote: Approved

11. CEO Updates

Review 2024/25 annual audit and present audit firm. 3 RFP's responses were received, still waiting on final proposal. It was discussed whether the board should approve of if the CEO is ok to make the final decision and it was agreed on by the board that Trish would make the final choice, but report back to the board on the decision. Trish noted that would need to hire and get on board to keep the audit on time for a possible August City Council annual report presentation. AWM participation was discussed, we will be doing the Champagne lounge again and will need participation from the board and the hotels to make this work. Trish is doing a by-laws update and will have it ready for approval at the April board meeting. Conference attendance is reported in the marketing report. Trish will be taking vacation for April 28th-May 2nd.

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 the Chamber and the Pleasant Hill Foundation are putting on a fundraiser "Casino Royale" on April 26th. VPH will be a sponsor and everyone is encouraged to attend. Jeremy to send a flier to the hotels so they can share with their guests. Art, Wine & Music to take place May 17th & 18th, will get fliers out to hotels for that event as well. Reminder that any event that entities have in the City of PH should always send a flier/poster to Trish to distribute to the hotels.

14. City Updates

Zach Seal reported that OTG starts tomorrow, April 3rd, noting that it has changed from Wednesday to Thursday nights this year. The Night Market kicks off on May 2nd and will continue on the 1st and 3rd 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.

Meeting adjourned at 12:01pm.

Next Meeting Date: April 23rd.

Note: Several members had conflicts on March 26th, so these minutes are from the March meeting, executed on April 2nd. The regular April 23rd meeting will stay as scheduled.