



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

Date: October 29th, 2025

Location: Homewood Suites, 650 Ellinwood Way, Pleasant Hill, CA 94523

1. Call to Order

The meeting was called to order by Jeremy Carlson, Vice-Chair at 10:02 AM.

2. Roll Call

Present: Jeremy Carlson, Jay Rana, Beth Muzik, Tony Patel, Erick Cheung

Absent: Tracie Collins (illness)

Staff Present: Trish Snowden, CEO

3. Public Comment

No public comment.

4. Marketing Agency Presentations

Representatives from Love Communications, Paradise Advertising, and Noble Studios presented to the Board regarding marketing agency services. Board discussion followed and direction was provided to staff.

5. Approval of Previous Meeting Minutes

Motion to approve the minutes of the September 24th, 2025 meeting:

Motion by Tony Patel, Second by Beth Muzik.

Vote: Approved.

6. Accept & Receive Financial Reports

Motion to accept and receive September 2025 Financial Reports:

Motion by Tony Patel, Second by Jay Rana.

Vote: Approved.

Presented by: Snowden

All accounts were reported to be in good standing, with no areas of concern and no line items over budget at this time.

7. CEO Updates

Trish provided updates on the City Audit status (interviews complete, projected completion mid-November), recent conferences including the CalTravel Summit in Lake Tahoe and the Destinations International Advocacy Summit in Sacramento, community engagement efforts through business canvassing with the new partnership flyer, upcoming participation with a booth at Light Up the Night, continued growth in social media engagement and followers, and early BAHC planning including discussions around potential activations and a hotel room block opportunity with several hotels already participating.

Presented by: Snowden

8. Chamber Updates

Jeremy Carlson provided updates on upcoming Chamber of Commerce events and activities.

Presented by: Carlson

9. City Updates

Erick Cheung provided updates on upcoming city events, new businesses, and city-sponsored activities.

Meeting adjourned at 11:34 AM.

Next Meeting Date: January 28th, 2026