



**Pleasant Hill Tourism Improvement District
Board of Directors Regular March Meeting, April 2nd, 2025
Chamber of Commerce Offices,
2255 Contra Costa Blvd, Suite 307
Pleasant Hill, CA 94523**

Welcome & Call to Order:

Tracie Collins, Chair

Public Comment: (for any item not on the agenda, limit to 2 minutes)

The public is welcome at this time to address the PHTID Board on any issue within the Board's purview.

Board to appoint a designated representative for closed session per the Government Code Section 54957.6(a).

Adjourn to Closed Session

Collins

Closed Session Items:

Collins

CONFERENCE WITH LABOR NEGOTIATIONS (Government Code Section 54957.6)

Agency designated representatives: Tracie Collins

Unrepresented employees: Visit Pleasant Hill Chief Executive Officer &

VP of Sales & Marketing annual reviews will be discussed

Adjourn to Open Session

Collins

Closed Session Report

Collins

Action Items:

1. Approval of Minutes **Collins**
February 26th, 2025 meeting minutes will be reviewed, discussed and considered for approval.
2. Accept & Receive Financial Reports **Snowden**
February 2025 financials will be discussed and considered for acceptance.
3. Presentation & Approval of Budget **Snowden/Ncube**
The board will hear a presentation by the CEO and VPoSM on recommendations for the 2025/26 annual budget. The board will discuss and approve the budget.
4. Nomination and vote for Vice-Chair for the Board. **Collins**

CEO Updates:

Snowden

Review 2024/25 annual audit and present audit firm. AWM participation.

Conferences attended. Upcoming Conference & Tradeshow calendar.



Sales & Marketing Update:

Ncube

Sales & Marketing activities from the previous month, including tradeshow & conferences attended, STR Report update, social media & website traffic updates, campaign updates, Ripe booking platform production report. Change in staffing with Brissette leaving.

Chamber Updates:

Carlson

Updates on upcoming events sponsored by the Chamber of Commerce

City Updates:

Seal

Updates on upcoming events sponsored by the City. New business announcements.

Adjournment of Board Meeting:

Next Board Meeting April 23, 2025

Brown Act Notice: The portion of the agenda dealing with the Board's role as the governing body of the Pleasant Hill Tourism Improvement District (PHTID) is subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Board welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify Stay Pleasant Hill at least 48 hours in advance of the meeting.