



**Pleasant Hill Tourism Improvement District
Board of Directors Regular Meeting, January 22nd, 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 NEGOTIATORS (Government Code Section 54957.6)
Agency designated representatives: Tracie Collins
Unrepresented employees: Visit Pleasant Hill Chief Executive Officer &
VP of Sales & Marketing

Adjourn to Open Session

Collins

Closed Session Report

Collins

Action Items:

1. Approval of Minutes **Collins**
November 12th, 2024 meeting minutes will be reviewed, discussed and considered for approval.
2. Accept & Receive Financial Reports **Snowden**
October, November and December 2024 financials will be discussed and considered for acceptance.
3. Approval Audit Recommendations & Presentation **Snowden**
The board will hear a presentation by the CEO on recommendations included in the annual audit.
The board will discuss and approve the recommendations.
4. Introduction and Approval of new board member from Hyatt House, Lee Roberts **Collins**

CEO Updates:

Snowden

Review timing for the approval process of the new 2025/26 budget & collect suggestions.
DVC new student orientation day/tour.
Upcoming Conference & Tradeshow calendar.



Discuss 2024/25 Staff review process.

Sales & Marketing Update:

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.

Ncube

Chamber Updates:

Updates on upcoming events sponsored by the Chamber of Commerce

Carlson

City Updates:

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

Seal

Adjournment of Board Meeting:

Next Board Meeting February 26, 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.