

Pleasant Hill Tourism Improvement District (PHTID)
November Board Meeting Minutes
November 29th, 2023
9:15am-10:55am
In person Meeting City Hall small community room

Members in Attendance:

Tracie Collins, Board Chair
Bradley Wieber, Treasurer
Jay Rana, Sonesta Select Board Member
Zach Seal, City of Pleasant Hill Board Member

Members in Attendance (Video Conference):

Jeremy Carlson, Chamber of Commerce Board Member

Staff in Attendance:

Patricia Snowden, CEO
Viola, VP Sales and Marketing (Video Conference)

Guest in Attendance

None

Members not in Attendance:

Tony Patel

Welcome and Call to Order

Tracie Collins called the meeting to order at 9:15am

Public Comment (for any item that is not on the agenda; please limit to 2 minutes)

There was no public comment.

Zach Sealy mentioned attendance remotely as per Brown Act 249 allows 2 times per year. Patricia mentioned City put forward a policy of NO LIVE Comments, NO LIVE streaming.

Approval of September 2023 Board Minutes

No further discussion on the minutes. Motion to approve made by Bradley Wieber, Seconded by Jay Rana, motion passes.

Motion: Approve September & October Financial Reports:

Financial reports presented by Patricia Snowden. In October paid several past due to our marketing agency. Still on track and nothing worrisome. Looking at the balance sheet and will explain in detail. All bills are sent to accounting and is well documented. Lots of good information this year compared to last year. Checking the P&L detail report will help you find what an expense is. All accounts are in good standing, and no unexpected expenses were noted.

Tracie Collins is concerned about her hotel Residence Inn is going to go through renovation from June 1, 2024. Tracie is concerned if Visit Pleasant Hill budget will be effected with the information that was not provide to Visit Pleasant Hill prior to budget getting approved.

A motion to Approve the September Financial Report was made by Tracie Collins, seconded by Zach Seal, and passed unanimously.

A motion to Approve October Financial Report was made by Bradley Wieber, seconded by Jeremy Carlson, and passed unanimously.

2024-2025 Budget timeline discussion:

Patricia Snowden mentions that because we had to present to the Board meeting on a timely manner, we need to present a first draft in January meeting.

Update on TID increase:

We have voted to increase to 4% starting April 1st, 2024. This was previously voted to approve and so no further vote is required. Hotels are concerned about getting the notice so they can share with their corporate accounting teams to be on time for the April change. Trish will research who sends out the notice, likely will be the City on official letterhead.

CEO Updates

I Love PH pass is still up and running. Currently Bandwango there is 84 members. Continuing to promote to get the support to local businesses.

Other things are working on accounting and expensify. 990 taxes, etc. Our annual lunch is next Wednesday, Dec 6th. We currently have 35 RSVPs. Excited to have the Mayor and lots of local officials and businesses attending. Please all board members come and support us!

Light Up The Night, a City event, is on Saturday, Dec 2nd, we have a booth and are co-sponsoring the hot chocolate truck. Jay has volunteered to help, I could use some other helpers as well.

Working on work new employee work agreements with recommendations from the HR committee, Traice, Jeremy and Zach.

From December 18th to January 1st we will be shut down for the holidays.

City Update from Zach Seal:

Light of the Night at 4:30pm on Saturday. Stay Pleasant Hill will have multi-cultural coloring book and coloring contest.

Perks video series are launched. Have done 5 mins videos to launch and educate about perks programs and benefits and how to use it. All posted on city social media. Trish will get it out on Visit Pleasant Hill platforms.

Economic development Committee also launched phase 2 of the technical grant program. Any Retailers, small businesses, restaurants or personal business can get \$7500 to hire consultants to improve their

websites, social media. There are already 21 businesses that are using this program. No new business to report.

Sales & Marketing

Sales & Marketing updates were done by Viola through Video Conference. She mentioned the following:

- Analytics
- Campaigns
- STR reports

Meeting adjourned at 10:55am