

Pleasant Hill Tourism Improvement District (PHTID)
July Board Meeting Minutes
August 30th, 2023
9:09am-11:11am
In person Meeting City Hall small community room

Members in Attendance:

Jay Rana, Sonesta Select Board Member
Tony Patel, Pleasant Hill Inn Board Member
Tracie Collins, Interim Board Chair, Sec/Treasurer
Zach Seal, City of Pleasant Hill Board Member
Bradley Wieber, Hyatt House Board Member
Jeremy Carlson, Chamber of Commerce Board Member

Staff in Attendance:

Patricia Snowden, CEO
Viola Ncube, DOSM

Guest in Attendance

Ethan Bindernagel, Pleasant Hill City Manager

Members not in Attendance:

Homewood Suites by Hilton Board Member

Welcome and Call to Order

Tracie Collins called the meeting to order at 9:09am

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

Approval of July 2023 Board Minutes

Motion to approve the May Board minutes, held on July 26th, 2023, made by Zach Seal, seconded by Bradley Wieber, motion passed, with 1 abstention from Jeremy Carlson who did not attend the July meeting.

Approval of July 2023 Financials

Financial reports presented by Patricia Snowden. All accounts are in good standing, and no unexpected expenses were noted. A motion was made by Jeremy Carlson to approve, seconded by Tracie Collins, and passed unanimously.

Name Change/Rebrand

Prior discussion about changing our name from “Stay” Pleasant Hill to “Visit” Pleasant Hill via an email was brought to the table for a vote. Discussion was around how its time for a re-brand since we’ve been in place for 6 years, also aligning with our State DMO of “Visit” California. A motion was made by Jeremy Carlson and seconded by Bradley Wieber and it passed unanimously. The transition will take place over the next several months, and we will keep the board updated accordingly as changes happen.

Assessment Increase discussion

Trish mentioned that it was in SPH best interest not to add the increase discussion at this time in our annual report. There was discussion for and against this. Trish will have more discussion with Tracie and Zach on the best plan moving forward as we finalize the annual report for our October 2nd presentation to City Council. Keeping in mind that this would not take place until the 2024/25 fiscal year which is April 1, 2024, so we still have time to discuss and inform.

Salary Survey Update

Trish received an Executive Compensation Proposal from Gallagher and has forwarded it to the committee, Zach and Tracie. They will review and update the board accordingly.

CEO Updates

Bandwango pass has officially launched. Please participate in the pass and talk about it with others in the community. Collateral coming soon to help us promote this. SPH will be participating in the following events coming up and need participation from the hotels and board members, Chamber Golf Tournament on Oct 9th, Haunted Trail on Oct 27th, and Light Up the Night, date TBD. Trish is working on new policies recommended in the audit, will bring forth for board approval when they are ready. We received our first 2022 Pleasant Hill Travel Impact Report, Trish printed a copy for everyone today. These figures will be used in our annual report next month.

Sales & Marketing

Sales & Marketing updates were given by Viola via a slide presentation, copies will be sent to everyone after the meeting, please take back and share with your sales and regional teams to keep them abreast of the good work SPH is doing on their behalf.

Zach Seal City Report Out

Perks is up and running again and has 64 participating businesses. City will be doing some video's to promote Perks. 3 new businesses opened, Sourdough and CO, MilkTea Café, and Korean Sol Chicken. The Bed Bath and Beyond space lease has been taken over by Vestar. Technical grants are underway and some are still available if anyone runs into a business that qualifies or needs help, reach out to Zach.

Jeremy Carlson, Chamber Report Out

Gold tournament update, Oct 9th is fast approaching. Art, wine & Music planning and announcements are coming next month. Chamber will be debuting a new logo commemorating their 75th anniversary in January. Next mixer is 9/14 at Travis Credit Union. Young Professionals and the previously successful 680 networking group are in the works to get started up soon.

Next Meeting Date –September 27, Pleasant Hill City Hall, small community room

Meeting adjourned at 11:09am

