

**Pleasant Hill Tourism Improvement District (PHTID)**  
**August Board Meeting Minutes**  
**August 28th, 2024**  
**9:12am-10:30am**  
**In person Meeting City Hall small community room**

**Members in Attendance:**

Tracie Collins, Residence Inn by Marriott, Chair  
Jay Rana, Sonesta Select, Secretary  
Dawn Canlas, Homewood Suites by Hilton, Board Member  
Jeremy Carlson, Chamber of Commerce, Board Member  
Tony Patel, Pleasant Hill Inn, Board Member  
Zach Seal, City of Pleasant Hill, Board Member

**Staff in Attendance:**

Patricia Snowden, CEO  
Brisette Baugh

**Guest in Attendance**

None

**Members not in Attendance:**

None

**Welcome and Call to Order**

Tracie Collins, Board Chair called the meeting to order at 9:12am

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

There was no public comment.

**Approval of June 2024 Board Minutes**

No further discussion on the minutes. A motion to approve was made by Jeremy Carlson, seconded by Tony Patel, and it passed unanimously by a board vote.

**Motion: Accept and Receive the June Financial Reports:**

Financial reports were presented by Patricia Snowden. All accounts are in good standing, review of key expenses and budget vs actual comparison was reviewed.

A motion to accept and receive the June financial report was made by Jeremy Carlson, seconded by Tracie Collins, and passed unanimously.

A motion to accept and receive the July financial report was made by Jeremy Carlson, seconded by Zach Seal, and passed unanimously.

### **Resignation of Board Member**

Bradley Wieber, Treasurer and GM at the Hyatt has resigned his position as GM and so will therefore resign as a board member and Treasurer, effective August 25<sup>th</sup>.

Jay Rana, in addition to our current Secretary, Jay will add the duties of the Treasurer, effective August 28<sup>th</sup>.

### **Welcome new board member**

Dawn Canlas, GM of the Homewood Suites by Hilton will assume the board member position held by the Hilton, as per the bylaws.

### **Update on the Audit**

The audit is mostly completed, just waiting on a few final reports and audits to be completed by Cropper. Will likely have an update and presentation at the September board meeting.

### **Future Projects Discussion**

This topic has been tabled for a few months as all the members who had ideas were not present until today. It was agreed that the board would like to come up with ideas on things they would like us to focus on, maybe some new ideas, such as city beautification, shuttle services, etc. Board agreed that we need to take more time and do this at a separate board retreat. Trish suggested that this be done before the end of the year when we start planning the budget. We will pick an agreed upon date to take place in October at the September board meeting.

### **CEO Updates**

Trish let the board know that she has been elected as the Chamber Treasurer for the coming fiscal year. VPH is a sponsor for the golf tournament this year, hole sponsors are available to each hotel as well a golfing foursome. An email was sent last week with many options on how to participate. Please get back to me asap on this so we can make the plans. Trish will be going on vacation from Sept 27-Oct 12 and will be out of the country without access to her email. The team will be covering in her place for any urgent issues. Trish informed the board about an unemployment case from a former intern, a Ui hearing was held last Thursday, 8/22 and the judges decision will be mailed to us. Our reserves should likely cover the charges, but will let the board know if this goes over and we need to pull additional budget dollars. Thanks for your cooperation with the photographer we hired to take updated hotel pictures. They should be ready the week of Sept 8<sup>th</sup>, we will send you copies. I shared with the board a strange email I got and when I shared it, Jay Rana, shared that this was a disgruntled guest of the Sonesta and the board recommended that I ignore the email. Jay shared back up with Trish as evidence. Reminder that we have to give the City Council annual update on October 21<sup>st</sup>, please put this on your calendars so you can all be there to support the PHTID.

### **Sales & Marketing Updates**

Brisette gave an update on the 2 tradeshow she has attended in August and also updated the board on a downtown Pleasant Hill tour we put on for the new fall DVC international students. The Downtown

Assn, several downtown businesses and the County Connection also collaborated. A full marketing report will be sent out after the meeting.

### **Chamber Update**

Jeremy Carlson gave an update on Chamber activities, including the next big event which is the Golf tournament scheduled for Sept 30<sup>th</sup> at Rossmoor in WC. There are many ways to participate, please get involved and let the Chamber know by next week as the date is approaching quickly.

### **City Update**

Bad news on bringing a farmers market back to Pleasant Hill, the deal fell through on the vendors side and she will not be able to do it until 2026. No other vendors are willing to do it, so the City will have wait. New businesses coming to Pleasant Hill Hillcrest Veterinary Hospital, Juneov Tea shop, Royal Thai, Cali Kid Burger's & Shakes and Isla Grand a Filipino restaurant. The Lake project at City Hall will be beginning soon and projected to be done by Spring of 2025.

**Meeting adjourned at 10:32am**