

Pleasant Hill Tourism Improvement District (PHTID)
February Board Meeting Minutes
February 28th, 2024
9:06am-10:33am
In person Meeting City Hall small community room

Members in Attendance:

Bradley Wieber, Treasurer
Jay Rana, Sonesta Select Board Member
Zach Seal, City of Pleasant Hill Board Member
Jeremy Carlson, Chamber of Commerce Board Member
Tony Patel, Pleasant Hill Inn board Member (via Zoom)

Staff in Attendance:

Patricia Snowden, CEO (via Zoom)
Viola, VP Sales and Marketing (via Zoom)

Guest in Attendance

None

Members not in Attendance:

Tracie Collins, Board Chair

Welcome and Call to Order

Jeremy Carlson, in the board chair's absence, called the meeting to order at 9:06am

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

There was no public comment.

Approval of January 2024 Board Minutes

No further discussion on the minutes. A motion to approve was made by Zach Seal, seconded by Tony Petel, and passed unanimously.

Motion: Accept and Receive the January Financial Reports:

Financial reports presented by Patricia Snowden. Looking at the balance sheet to see our checking balance is in good standing. Checking the P&L detail report will help you find what an expense is. F7 is your friend for searching by name to find the expense. All accounts are in good standing, and no unexpected expenses were noted.

A motion to accept and receive was made by Zach Seal, seconded by Tony Patel, and passed unanimously.

2nd draft 2024-2025 budget presentation

Trish and Viola presented the amended draft of the budget for review with the adjusted assessment income and expense items. All line items were reviewed and the board was encouraged to ask

additional questions. An updated copy will be sent out to the board in the meeting packet. No further discussion was had and the board voted with a motion by Bradley Wieber and seconded by Zach Seal and was unanimously approved.

Employee Agreements

A committee made up of Zach Seal, Tracie Collins and Jeremy Carlson created new employee agreements for the CEO, Trish Snowden and the VP of Sales & Marketing, Viola Ncube. A copy of each agreement was sent to the board for review in the meeting packet and no questions arose. A motion was made by Zach Seal to approve and seconded by Tony Patel and the vote passed unanimously to accept these agreements and get them signed by the staff.

CEO Updates

It was noted that any VPH business trips that are taken during the month will be logged on a trip report, reporting out on reason for trip, results and costs associated with the trip. This will be sent in the board meeting packet for review, if any questions arise, please reach out to Trish or we can also discuss at the board meeting if the need arises. Thank you to those that attended the mayors breakfast and thanks to the City, Matt Rinn, our new Mayor, and the Chamber for allowing us time on the agenda to present an update for Visit Pleasant Hill.

City Update from Zach Seal:

Crumbs Restaurant, is moving along, no dates noted. There will be a new Perks video campaign coming out, please share on our socials to promote this great program. Jacks Cantina still hopes to open up by May, behind Morgan Territory Brewing. Still working on filling the BBB space with no new updates yet. OTG is coming in April, City is looking into combining the Juneteenth celebration with OTG this year.

Chamber Updates

The Mayor's breakfast was well attended, thanks to VPH for sponsoring this year. Chamber is celebrating its 70th year this year and will have some fun events coming up. First one being the 20th annual Art, Wine & Music festival May 18-19. This year we are expecting a larger crowd as it grew to 35K last year. WE will have multiple stages and also featuring a new section called Faces of PH with will feature multi-cultural acts. Lots of ribbon cuttings have been happening and membership is up. Mixers are booked for the rest of this year and already into 2025.

New Business

Viola updated the board on the process of choosing a rebrand agency, which will be Fire Finch. A total of 4 agencies were interviewed by Trish and Viola. Also updated on the January STR report, seeing occupancies still down for PH as well as all other cities reported out on. A full marketing report will be sent out after the meeting as well as the approved 2024-25 budget.

Meeting adjourned at 10:33am