

Pleasant Hill Tourism Improvement District (PHTID)
November Board Meeting Minutes
January 24th, 2024
9:07am-11:08am
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
Jeremy Carlson, Chamber of Commerce Board Member
Tony Patel, Pleasant Hill Inn board Member

Staff in Attendance:

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

Guest in Attendance

None

Members not in Attendance:

None

Welcome and Call to Order

Tracie Collins called the meeting to order at 9:07am

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

There was no public comment.

Patricia mentioned City put forward a policy of NO LIVE Comments, NO LIVE streaming. Will work with Juanita at the City to help with verbiage for our agenda/posting

Approval of November 2024 Board Minutes

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

Motion: Approve September & October 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 Approve the November and December Financial Statements was made by Jeremy Carlson, seconded by Zach Seal, and passed unanimously.

Viola is presenting remotely from a Trade Show in New York, she has to leave to attend her appointments, so she presented the most recent STR report showing Occupancy being very low for December at 62.4. Hotels commented that occupancy has been down since the late summer to year end. No particular reason was noted by any of the hotel GM's. In the interest of time, the full monthly sales & marketing will be sent to the board after the meeting.

2024-2025 Budget Draft presentation

Trish and Viola presented the first draft of the budget for review. All line items were reviewed and the board was encouraged to ask questions. A copy will be sent out to everyone after the meeting for further review and we will plan to review again with any additional questions at the February meeting and hope to get this approved. Zach brought up the projected assessment number and how it was determined. Trish explained it was in the MDP where a chart was created at the renewal of the TID. After further discussion, the board asked that Trish look at the last 4 months of assessment numbers and come up with a revised number as it seems occupancy is down and not growing as predicted in the MDP. Will send to board prior to next meeting for input from the board.

Discussion and Vote on the new Employee Expense Policy

A draft policy was sent out in the board packet for further discussion by the full board. Trish gave some background on a few changes that were made after meeting with the HR committee (Jeremy, Zach and Tracie) which the full committee was not in agreement with. Zach presented the opinion of the City in regards to the per diem and no alcohol recommendations being added into the policy. Discussion ensued, Tracie asked each board member for their opinions, a vote was then taken and all except Zach voted to leave the policy as written, leaving out the per diem and the no alcohol policy, Zach voted against leaving them out. A final copy will be sent to all the board members after the meeting.

Update on TID increase:

Zach informed the board that the City will send out the notice to the 7 hotels about the 1% increase to take place April 1st. Hotels mentioned that changes have to be made with their PMS systems, accounting departments and also OTA's for booking purposes, so the sooner the city can send out the better.

CEO Updates

I Love PH pass is coming to an end at the end of March. We have had 109 people sign up for the pass, but very little usage and check-ins at the businesses. We are sponsoring and have a table of 8 for the Mayors breakfast and I need your RSVP's to attend. Please invite your sales managers since it looks like we will have open seats.

City Update from Zach Seal:

Crumbs is coming soon at the old pancake house location, they have another restaurant in Danville. Magoo's has re-opened. Jack's Cantina hope to open up by May, behind Morgan Territory Brewing. The downtown Plaza improvements are still going through changes and approvals, no firm dates on when

that will be complete. OTG is coming in April. LUTN planning committee is already meeting for next year.

Chamber Updates

Jeremy reminded everyone that the Mayor's breakfast is next week, Jan 31st at 7:30am at the Contra Costa Country Club. The Chamber will be celebrating its 70th year anniversary this year, look for some special events coming up, TBA. Several groups that were in existence prior to Covid, i.e. a women's group, young professionals and the 680 networking groups are being started up again and may be calling on the hotels for meeting space, likely in the evenings.

Meeting adjourned at 11:08am