

**Pleasant Hill Tourism Improvement District  
(PHTID) June Board Meeting Minutes  
June 26th, 2024  
9:06am-10:32am  
In person Meeting City Hall small community room**

**Members in Attendance:**

Tracie Collins, Residence Inn by Marriott Chair  
Bradley Wieber, Hyatt House Treasurer  
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 (via Zoom)  
Viola, VP Sales and Marketing

**Guest in Attendance**

None

**Members not in Attendance:**

Jay Rana, Sonesta Select Secretary

**Welcome and Call to Order**

Tracie Collins, Board Chair 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 May 2024 Board Minutes**

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

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

Financial reports were presented by Patricia Snowden. Accounts in good standing, the Jan-Mar assessment was received on May 17<sup>th</sup> and is reflected in this month's financials.

A motion to accept and receive the May financial report was made by Zach Seal, seconded by Tracie Collins, and passed unanimously.

## **Performance Review Templates for CEO and VPoSM**

After discussion last month, the templates were revised, sent to the board prior to this meeting for final review. The only update was to change to CEO section for future goals to “next” vs. “this” year. A motion was made by Jeremy Carlson and seconded by Zach Seal to approve, motion passed unanimously.

**We are tabling agenda items #6, future projects discussion, until next month.**

## **CEO Updates**

The annual audit with Cropper accountancy has begun and we are working with our accountant to get them all the information they need. Coming up next we are sponsoring the 4<sup>th</sup> of July activities with an entry in the parade. Then we will be sponsoring the Brews & Blues festival July 19-20, where we will be doing another champagne lounge/hospitality booth. We have a reservation link set up on our website for both of these events. We will also be asking for help in our booth for the Blues & Brew festival, a sign up sheet is out, we would love to have some volunteers to assist us, this is great exposure for your hotel brands during this time.

## **Sales & Marketing Updates**

Viola presented the monthly marketing updates that included the June STR report, which is looking great at 82%, which continues to increase as the summer travel is picking up. A quick review of other marketing activities was also given. A full marketing report will be sent out after the meeting.

## **Chamber Update**

Jeremy Carlson gave an update on Chamber activities, including a very successful Art, Wine & Music Festival this year, heat maps showed about 40K people in attendance this year. VPH participated as a sponsor and Champagne tent and it was a great turn out. The Chamber has moved its offices to a new location at 2255 Contra Costa Blvd, Ste 307. The Chamber has been chosen as the Grand Marshall for the PH 4<sup>th</sup> of July parade as they are celebrating their 75<sup>th</sup> year. Next big event is the Golf tournament scheduled for Sept 30<sup>th</sup> at Rossmoor in WC.

## **City Update**

The summer concert series and Off the Grid are 2 ongoing events that the city is putting on. The City is exploring bringing a farmers market back to Pleasant Hill, more details as they become available. New businesses coming to Pleasant Hill include Lapisara, a breakfast eatery, as well as a new veterinary hospital. The latest government academy that the city runs every year has just been completed.

**Meeting adjourned at 10:32am**