

Pleasant Hill Tourism Improvement District (PHTID)
March Board Meeting Minutes
March 27th, 2024
9:00am-9:55am
In person Meeting City Hall small community room

Members in Attendance:

Tracie Collins, Residence Inn by Marriott Chair
Bradley Wieber, Hyatt House Treasurer
Jay Rana, Sonesta Select Secretary
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
Brisette Baugh, Sales & Marketing Manager

Guest in Attendance

None

Members not in Attendance:

Zach Seal, City of Pleasant Hill Board Member

Welcome and Call to Order

Tracie Collins, Board Chair called the meeting to order at 9:00am

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

There was no public comment.

Approval of February 2024 Board Minutes

No further discussion on the minutes. A motion to approve was made by Jeremy Carlson, seconded by Bradley Wieber, and passed unanimously.

Motion: Accept and Receive the February 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 Jeremy Carlson, seconded by Tracie Collins, and passed unanimously.

Reserve account discussion

As noted in the MDP, the board has the authority to determine how much the reserves should be for the PHTID. After discussion of what expenses would need to be paid if there were to be a downturn, the ability of staff to cut expenses and the staffs setting us up with monthly contracts so as not to get locked into long term contracts. They determined that \$50,000 would be a good number to keep in a savings account at Travis credit Union as our reserves. If staff needs to dip into that account, it will require board approval.

CEO Updates

WE are approaching our fiscal year end, so Trish is working on getting all bills paid and accounting coding correct and working with Jitasa on this. We are happy to introduce our new Sales & Marketing Manager, Brisette Baugh to the board. She will be working local accounts to get uncover more business for our hotels. She will also attend trade shows and collect local content for our social media posts.

Chamber Updates

Art, Wine & Music planning is in full swing. VPH will have a booth at the festival and be serving the Champagne at our booth as well as promoting VPH and the local hotels. Please consider working in our booth to help us out. This year the Chamber is working hard to make the festival more inclusive and presenting acts that showcase diverse backgrounds. Anyone that has any connections for groups that are looking for a place to showcase their native dances or acts, please let Jeremy know.

Sales & Marketing Updates

Viola presented the monthly marketing updates that included the February STR report, which has picked up from January, which is a good sign the hotels are doing better. A quick review of other marketing activities was also given. A full marketing report will be sent out after the meeting.

Meeting adjourned at 9:55am