

Pleasant Hill Tourism Improvement District (PHTID)
March Board Meeting Minutes
May 22nd, 2024
9:08am-10:20am
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
Zach Seal, City of Pleasant Hill Board Member

Staff in Attendance:

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

Guest in Attendance

None

Members not in Attendance:

None

Welcome and Call to Order

Tracie Collins, Board Chair called the meeting to order at 9:08am

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

There was no public comment.

Approval of March 2024 Board Minutes

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

Motion: Accept and Receive the March & April Financial Reports:

Financial reports presented by Patricia Snowden. Looking at the balance sheet to see our checking balance is in good standing. We are trending over budget in the 401K contributions and benefits. Those 2 accounts are always a tough item to budget as they have increases that took place after the budget was adopted. Will adjust and add accordingly with contingency and bring any changes needed to the board after a few more months to follow the trends. We have received the quarterly assessment payment from the Jan-Mar quarter and that check was deposited in May. Next quarterly assessment, Apr-Jun, will be our first collecting the increased assessment rate of 4% as that took effect April 1, 2024, we will get that payment in August.

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

Budget Revision

Due to us adopting the new reserve policy last month, we needed to adjust our budget. Those figures and line items were reviewed and no questions ensued, so a motion was made by Jeremy Carlson to approve the revisions and seconded by Tracie Collins, and passed unanimously.

Staff Reviews for 2023/2024

Yearly performance reviews were completed for both Trish and Viola. Tracie Collins moved to approve them and Bradley Wieber seconded the motion, passed unanimously.

Performance Review Templates

During the process of doing the reviews this year, the board had some thoughts on the templates we are currently using. Trish brought to the floor that she feels like the board should not be involved in Viola's review from an input standpoint since she reports directly to Trish and not the board. Trish has checked with other DMO's and this seems to be similar to what other DMO's do, that only the CEO's review has direct input from the board. Typically the CEO's manage the staff directly. Trish has a better understanding of her performance and so will bring the suggested increases to the board each year, but not the content of the review while it will be shared with the board, she will not wait for board approval of the review. It was However it was agreed that If the board does have input, please give to Trish prior to the review process starts and Trish can incorporate that as she sees fit. This was the way it was done in prior years and it was agreed by the board to let Trish handle her review moving forward. Discussion was had about the actual templates and the board would like to see revised templates with some revised KPI percentages and goals, which Trish will work on and present at the June board meeting for approval.

We are tabling agenda items #8, future projects discussion, until next month.

CEO Updates

Trish has retained our previous auditor, Cropper accountancy again for the annual audit. Will start working on this since the books have closed for the prior fiscal year now. AWM was a huge success with our booth this year, we had a great partnership with the Chamber in allowing us to be the Champagne lounge, pouring all champagne for the event. We had a VIP concert giveaway contest and received over 100 new email newsletter sign ups as a result. Coming up next we are also sponsoring the 4th of July activities and the Brews & Blues festival July 19-20. We have a reservation link set up for both of these events, I have sent out emails to the hotels requesting participation and to let me know if you want to offer any special rates for these events, please get back to me to discuss. We will also be asking for help in our booth for the Blues & Brew festival, a sign up sheet will be coming around soon, it would be great to have participation, this is great exposure for your hotel brands during this time.

Sales & Marketing Updates

Viola presented the monthly marketing updates that included the April STR report, which has picked up and now over 80%, 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 10:29am