

**Pleasant Hill Tourism Improvement District (PHTID)**  
**October Board Meeting Minutes**  
**October 23rd, 2024**  
**10:17am-12:09pm**  
**Chamber of Commerce Offices**  
**2255 Contra Costa Blvd, Ste 307, Pleasant Hill, CA**

**Members in Attendance:**

Tracie Collins, Residence Inn by Marriott, Chair  
Jay Rana, Sonesta Select, Secretary/Treasurer  
Amanda Hyun, Homewood Suites by Hilton, Board Member  
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 Ncube

**Guest in Attendance**

MaryAnn Cropper, Cropper Accountancy

**Members not in Attendance:**

None

**Welcome and Call to Order**

Tracie Collins, Board Chair called the meeting to order at 10:17am

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

There was no public comment.

**Audit Presentation**

MaryAnn Cropper and the Cropper Agency was hired by VPH to conduct our annual audit. MaryAnn was present and presented her findings via 2 reports; Report to the Board of Directors Including Required Communications and the Financial Statements With Independent Auditors' Report Thereon. The Board voted unanimously to accept these reports.

**Approval of August 2024 Board Minutes**

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

**Motion: Accept and Receive the August & September Financial Reports:**

Financial reports were presented by Patricia Snowden. All accounts are in good standing, review of key expenses and budget vs actual comparison was reviewed. There were some corrections made by Jitasa,

that came from the auditor, which corrected some accounts that were recorded in the incorrect account in Quick Books. Details are on file with the CEO and were shared with the board.

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

#### **Review Board Meeting for remainder of 2024**

A discussion ensued about whether the board still wanted to do a board retreat/planning session and since they do, Tracie agreed to reach out to the board to set up the date. Trish will send out a survey to gather the ideas for discussion at the retreat. The board also decided to do a closed session meeting on November 4<sup>th</sup> to discuss the benefits issue detailed in the auditors report. December will still be dark at this time with no meeting held in December. The annual luncheon date is set to take place on Dec 11<sup>th</sup> at the Homewood Suites, more info forthcoming.

#### **CEO Updates**

Dawn Canlas, GM of the Homewood Suites by Hilton, who was here last month, has designated her Sales Director, Amanda Hyun to be the Board Representative for Homewood Suites moving forward. Amanda has served on the board previously as the Hyatt House Representative, so she is familiar with the duties. Trish will set up a meeting with her to catch her up on happenings since she left the board.

We will be participating in the haunted trail this year as a candy donor only, we will not be setting up our booth due to lack of help and time commitment. The next event we are participating in will be "Light Up The Night" on November 23<sup>rd</sup>, from 4:30pm-7:30pm, we will have a booth highlighting holidays from around the world, as we have done the past 2 years. I will need help with set up, break down and help at the booth. It's a great chance for you and your hotel teams to connect with community members and showcase your brand.

#### **Sales & Marketing Updates**

Viola reviewed some elements of the re-brand and also the new brand logo's that were presented from the Fire Finch agency. She showed the board 5 different choices and the board voted on the one they liked best and so we will be moving forward with that as our new brand logo. Viola will be sending the October marketing update which we did not have time to review. A full re-brand document with all the elements included will be forthcoming as well.

#### **Chamber Update**

Jeremy Carlson gave an update on Chamber activities, including the golf tournament that while it went well, it is down in participation and sponsorship. He thanked VPH for participating and being a sponsor. He let the board know that we are invited to a CIP appreciation event on December 3<sup>rd</sup> at Slow Hand BBQ, invite forthcoming.

#### **City Update**

No updates at this time

**Meeting adjourned at 12:09pm**

