

Pleasant Hill Tourism Improvement District (PHTID)
September Board Meeting Minutes
September 27th, 2023
9:07am-10:00am
In person Meeting City Hall small community room

Members in Attendance:

Tracie Collins, Board Chair
Bradley Wieber, Treasurer
Jay Rana, Sonesta Select Board Member
Tony Patel, Pleasant Hill Inn Board Member
Zach Seal, City of Pleasant Hill Board Member

Staff in Attendance:

Patricia Snowden, CEO

Guest in Attendance

None

Members not in Attendance:

Jeremy Carlson, Chamber of Commerce Board Member
Homewood Suites by Hilton Board Member

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)

None.

Approval of August 2023 Board Minutes

Motion to approve the August Board minutes, held on August 30th, 2023, made by Bradley Wieber, seconded by Jay Rana, motion passed.

Approval of August 2023 Financials

Financial reports presented by Patricia Snowden. All accounts are in good standing, and no unexpected expenses were noted. A motion was made by Tracie Collins to approve, seconded by Toney Dungar, and passed unanimously.

CEO Updates

Bandwango pass is coming along, we are still promoting on our socials and through printed material to encourage sign-ups and usage of the participating merchants, currently we have 31 sign ups, not a lot of check-ins as the businesses yet . Please participate in the pass and talk about it with others in the community. SPH will be participating in the following events coming up and need participation from the hotels and board members, Chamber Golf Tournament on Oct 9th, Haunted Trail on Oct 27th, and Light

Up the Night, Dec 2nd. Residence Inn, Sonesta and Hyatt House are all participating as hole sponsors for the Golf tournament-thank you! A draft of the new SPH expense policy was given out in the board packets this week, everyone hadn't time to digest it yet, so the board decided they would like more time to go over the policy and then form a committee to review it and report out at the next board meeting. I am proposing an elevation in Title for Viola from Director to VP which is more in line with her responsibilities, MBA qualifications and it is commensurate with her current salary, it will not come with any elevation in salary now or in the future. Board formed a committee to discuss this and will report out on their determination at a later date. We are all ready for the city council annual report presentation on Oct 2nd, thanks so much to Zach for your guidance on this. I encourage all board members to attend, its ay 7pm at the City Council Chambers.

Sales & Marketing

Sales & Marketing updates were not done in person as Viola was at a marketing conference. However, copies will be sent to everyone after the meeting, please take back and share with your sales and regional teams to keep them abreast of the good work SPH is doing on their behalf.

Zach Seal City Report Out

City will be doing some video's to promote Perks, they are projected to drop in 3-4 weeks. A new Filipino restaurant is opening near the futon shop on contra Costa Blvd, name will be forthcoming. Technical grants are underway and some are still available if anyone runs into a business that qualifies or needs help, reach out to Zach.

Trish did the Chamber Report Out in Jeremy's absence

Gold tournament update, Oct 9th is fast approaching. Art, wine & Music planning and announcements are coming soon as planning has started for next year. Chamber will be debuting a new logo commemorating their 75th anniversary in January. Next mixer is 10/12 at Back Forty BBQ.

Next Meeting Date –October 25th, Pleasant Hill City Hall, small community room

Meeting adjourned at 10:00am