

Visit Pleasant Hill Tourism Improvement District

Regular Board Meeting Minutes

Date: September 24th, 2025

Location: Sonesta Select, 2250 Contra Costa Blvd, Pleasant Hill, CA 94523

1. Call to Order

The meeting was called to order by Tracie Collins, Chair at 10:03 AM.

2. Roll Call

Present: Tracie Collins, Jay Rana, Tony Patel, Jeremy Carlson, Erick Cheung

Absent: Beth Muzik

Staff Present: Trish Snowden, CEO

3. Public Comment

No public comment.

4. Bay Area Host Committee Presentation

Ryan Bates presented the Bay Area Host Committee's mission and shared how Visit Pleasant Hill and other East Bay markets are collaborating to leverage upcoming major sporting events to drive regional tourism and economic impact.

5. Approval of Previous Meeting Minutes

Motion to approve the minutes of the August 27th, 2025 meeting:

Motion by Jay Rana, Second by Tony Patel.

Vote: Approved. Erick and Jeremy abstained as they were not in attendance at the August meeting.

6. Accept & Receive Financial Reports

Motion to accept and receive August 2025 Financial Reports:

Motion by Jeremy Carlson, Second by Tracie Collins.

Vote: Approved.

Presented by: Snowden

7. VPH Policy Review and Board Acknowledgements

Trish reviewed Visit Pleasant Hill policies previously distributed in the board packet, addressed board questions, and collected required board member signatures for the annual acknowledgement process.

Acknowledged by: Jay / Jeremy

Presented by: Snowden

8. Budget Reallocations (Presentation)

Discussion and possible action on reallocating funds due to Marketing agency transition and the VP of Sales & Marketing vacancy. Power point was presented with specific ask. A question was put forward by Eric Cheung about Payroll and was promised an answer after the meeting. The board was in agreement of CEO suggested changes and voted to approve.

Motion by Jeremy Carlson, Second by Erick Cheung

Presented by: Snowden

9. CEO Updates

Trish provided updates on the Marketing Agency and staffing search, the new Economic Impact report introduction, recent conferences and travel, community engagement activities, and social media updates.

Presented by: Snowden

10. Chamber Updates

Jeremy provided an update on the Chamber's upcoming golf tournament and other events sponsored by the Chamber of Commerce.

Presented by: Carlson

Meeting adjourned at 11:47 AM.

Next Meeting Date: October 29th, 2025 at Homewood Suites.