



**Pleasant Hill Tourism Improvement District
Board of Directors Regular Meeting Agenda, January 28, 2026 at 10:00 AM
Chamber of Commerce Offices, 2255 Contra Costa Blvd, Suite 307, Pleasant Hill, CA**

Welcome & Call to Order:

Tracie Collins, Chair

Public Comment: (for any item not on the agenda, limit to 2 minutes)

The public is welcome at this time to address the PHTID Board on any issue within the Board's purview.

Introductions:

Introduction of New Economic Development Manager and Board Member Bret Sweet

Erick Cheung

Interim City Board Representative

Presentation:

333 Arts – Potential Arts Collaborations in Pleasant Hill

Elaine Schroth

No action requested.

Action Items:

1. Approval of Minutes

Collins

October 2025 meeting minutes will be reviewed, discussed and considered for approval.

2. Accept & Receive Financial Reports

Snowden

October–December 2025 financial reports will be reviewed, discussed and considered for acceptance.

3. Adopt Cash Handling and Cash Equivalents Policy

Snowden

The Board will review and consider adoption of a Cash Handling and Cash Equivalents Policy.

4. Adopt Reserve Fund Policy

Snowden

The Board will review and consider adoption of a Reserve Fund Policy.

Discussion Items:

Review of City Organizational Assessment

Snowden

No action requested at this time.



CEO Updates:

Snowden

City audit and organizational assessment follow-up, Financial and administrative updates, Marketing and partnership activity, Bay Area Host Committee (BAHC) regional event coordination and impacts to Pleasant Hill, Annual Tourism Luncheon recap and outcomes, Website redevelopment status update

Chamber Updates:

Carlson

Updates on upcoming events and activities sponsored by the Chamber of Commerce.

City Updates:

Cheung/Sweet

Updates on upcoming events, new businesses and activities sponsored by the city.

Adjournment of Board Meeting:

Next Board Meeting February 25, 2026

Brown Act Notice: The portion of the agenda dealing with the Board's role as the governing body of the Pleasant Hill Tourism Improvement District (PHTID) is subject to the requirements of the Brown Act. The Board welcomes public participation in its meetings. Speakers are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify Visit Pleasant Hill at least 48 hours in advance of the meeting.