



**Pleasant Hill Tourism Improvement District
Board of Directors Regular Meeting Agenda, July 30th, 2025 at 10AM
Chamber of Commerce Offices, 2255 Contra Costa Blvd, Suite 307
Pleasant Hill, CA 94523**

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.

Action Items:

- 1. Approval of Minutes **Collins**
June 25th, 2025 meeting minutes will be reviewed, discussed and considered for approval.
- 2. Accept & Receive Financial Reports **Snowden**
June 2025 financials will be discussed and considered for acceptance.
- 3. Approve updates to Budget **Snowden**
Changes will be discussed and considered for approval.

Sales & Marketing Presentation

Viola to present 2025-27 Sales & Marketing Plan

Ncube

CEO Updates:

Blue & Brews update, Annual report update, general updates on meetings attended and travel

Snowden

Chamber Updates:

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

Carlson

City Updates

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

Seal

Adjournment of Board Meeting:

Collins

Next Board Meeting August 27th, 2025

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. In response to those requirements, this agenda is being posted as a public notice. The Board welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. 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. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board. ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify Stay Pleasant Hill at least 48 hours in advance of the meeting.