



**Pleasant Hill Tourism Improvement District
Board of Directors Regular Meeting Agenda, Sept 24th, 2025 at 10:00AM
Sonesta Select, 2250 Contra Costa Blvd 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.

Bay Area Host Committee Presentation

Ryan Bates

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

Action Items:

1. Approval of Minutes **Collins**
August 27th, 2025 meeting minutes will be reviewed, discussed and considered for approval.
2. Accept & Receive Financial Reports **Snowden**
August 2025 financials will be discussed and considered for acceptance.

VPH Policy Review and Board Acknowledgements

Snowden

Review Visit Pleasant Hill policies previously distributed in the board packet, address any board questions, and collect required board member signatures for the annual acknowledgement process.

Budget Reallocations (Presentation)

Snowden

Board discussion and possible action on reallocating funds due to Marketing agency transition and the VP of Sales & Marketing vacancy.

CEO Updates:

Snowden

Updates on Marketing Agency/Staffing search, new Economic Impact report introduction, recent conferences and travel, community engagement updates, social media updates.

Chamber Updates:

Carlson

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

City Updates:

Seal

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

Adjournment of Board Meeting:

Collins

Next Board Meeting October 29th, 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.