



**Pleasant Hill Tourism Improvement District (PHTID)  
Committee Meeting Minutes  
April 27, 2022  
9:00am-10:54am  
LiveMeeting Homewood Suites Pleasant Hill**

**Members in Attendance:**

JC Medina, Board Chair  
Paul Gaines, Secretary  
Richard Chanofsky, Treasurer  
Tony Patel  
Zach Seal  
Margaret Manzo

**Guests in Attendance:**

None

**Staff in Attendance:**

Patricia Snowden, CEO  
Viola Ncube, DOSM

**Absent:**

Cecilia Ignacio

**Welcome and Call to Order**

JC Medina called the meeting to order at 9:05am

**Public Comment** (for any item that is not on the agenda; please limit to 2 minutes)

No public Comment

**Approval of Minutes for March 2022 Board Meeting**

Motion to approve the March minutes made by Zach, seconded by Richard, the motion passed unanimously.

**Financials for March 2022**

Financial reports presented by JC Medina.

Motion to approve March financial report by Richard, seconded by JC, the motion passed unanimously.

Civitas has not billed us. Check if they have billed the City of Pleasant Hill and we have to reimburse them. Accountant update: Trish and Richard met with Maze via a Zoom call on April 11<sup>th</sup>, asking to stay on with us at least through fiscal year end and asked for a bid since they will be a new vendor for SPH. An Email was sent to Trish on April 14<sup>th</sup>, stating they will no longer continue with accounting services for the TID. Asked them to stay on since its already mid-month and no response was received. Trish has researched a few other options for us to use. Timing has been difficult to receive bids with tax due dates this month. Maze previously was \$900 a month and the most comprehensive bid she received so far was from a firm called Jitasa, out of Boise ID. The cost would be \$1200 a month, with full accounting, bookkeeping including expense management and audit prep services.

#### **Authorization to access Travis Credit Union account**

The TID Board needs to authorize signers to access and write checks for our Travis Credit Union account.

Motion:

To authorize three signers: Patricia Snowden CEO, JC Medina, Chair of the Board, and Richard Chanofsky, Treasurer.

Motion to approve by Margaret, seconded by Richard and the motion passed unanimously.

#### **Sales & Marketing Report**

Viola discusses funding opportunities with Visit California. Shares SF and Bay Area volume and visitor spend stats. Viola continues with ADR stats. Zach asks Viola to share stats with City Council and ED Committee. Viola talks about OTAs and asks City perspective from Zack if that is something we can look into for additional revenue streams. Discussion ensued and more research will be done. Bounce rates are not staying long enough on the site. Zach wants to go semiannual.

**New Business** – None

#### **CEO Report**

Trish, the new CEO reported out on her activities since she began on March 24<sup>th</sup>. A full report will be emailed to each Board Member.

#### **Committee Member Reports**

None

Meeting adjourned at 10:54am

The next meeting will be held on Wednesday, May 25, 2022 Via Zoom

Respectfully submitted by Paul Gaines, Secretary