

Pleasant Hill Tourism Improvement District (PHTID)
April Board Meeting Minutes
May 3, 2023
(Was held in May due to no quorum on regularly scheduled date of April 26th)
9:06am-11:09am
In person Meeting City Hall small community room

Members in Attendance:

Jeremy Carlson, Chamber of Commerce Board Member
Tony Patel, Pleasant Hill Inn Board Member
Tracie Collins, Interim Board Chair, Sec/Treasurer
Zach Seal, City of Pleasant Hill Board Member
Bradley Wieber, Hyatt House Board Member

Staff in Attendance:

Patricia Snowden, CEO Stay PH
Viola Ncube, Director Sales & Marketing Stay PH, via Zoom

Members not in Attendance:

Homewood Suites by Hilton Board Member
Sonesta Select Board Member

Welcome and Call to Order

Tracie Collins called the meeting to order at 9:06am

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

No public Comment

Board Member & Officer Updates

Amanda Hyun, former Chair has left her job in from the Hyatt House in Pleasant Hill and subsequently resigned from the PHTID board, so Tracie Collins, agreed to step in as interim chair until we can add a few more board members from the hotels that don't currently have board representation. A motion was made by Jeremy to approve this, and Zach seconded and it passed unanimously.

Bradly Wieber, GM at the Hyatt House, was introduced and expressed his interest in joining the board, he gave a short background of himself and then a motion was made by Zach and seconded by Tony to approve Bradley as a board member, and it passed unanimously.

Approval of March 2023 Board Minutes

Motion to approve the March Board minutes, held on March 22, 2023, made by Jeremy Carlson, seconded by Zach Seal, motion passed unanimously.

Approval of March 2023 Financials

Financial reports presented by Patricia Snowden, motion to approve financial reports made by Zach Seal, seconded by Jeremy Carlson, motion passed unanimously.

Committee Updates

Viola is working on the map and will send her updates to Jeremy and Zach for input. The Sales Committee is meeting quarterly with all 7 hotels invited, last meeting was held April 26th and next one will be held July 19th.

Assessment Increase discussion

The MDP for the PHTID allows for a 1% increase in the hotel assessment in 2024, so Trish brought this up for discussion. Jeremy mentioned that no increase has been taken since the PHTID started 6 years ago. It was discussed by the Board and determined that most would support it, Trish is to reach out to Civitas and see what is entailed in order to do this and it will be brought up again for a vote at a future meeting.

Change of Board meeting frequency

Due to the difficulty of getting a quorum and everyone's busy schedule, Trish brought up that some TID Boards meet quarterly or every other month and would our board be interested in modifying our bylaws that dictate that we meet every month. The board discussed and was amenable to the idea, but wanted Trish to again reach out to Civitas to see what it takes to amend the bylaws and she will report back at a future meeting.

CEO Updates

Art, Wine & Music hotel packages planning is underway. 4 hotels are participating in offering a package rate. Residence Inn, Hyatt House, Sonesta Select and Pleasant Hill Inn. SPH will be creating a coupon for hotels guests to redeem a 2 for 1 VIP entry into the festival. A few other items will be in the packet with a welcome letter from the mayor, festival info card, a perks flier, and a local business special from Hummingbird Wellness. Hotels will be hosting kick off receptions on Friday night and SPH will supply the wine. Chamber Ambassadors and Chamber Board members will be making visits to the hotels to welcome visitors to Pleasant Hill and talk about the festival.

The 2023-24 budget starting in our new fiscal year was presented for approval. Trish and Viola presented line by line so all the expenses proposed could be highlighted to the board. There was a few questions that were answered by Viola on marketing spend. A motion was made by Zach to approve the budget and was seconded by Bradley.

Sales & Marketing

Due to the length of this meeting the marketing update was emailed to everyone to review and if anyone has questions, they are to reach out to Viola.

Zach Seal City Report Out

Bed, Bath & Beyond is going out of business, so we will have another empty space there that will be open for grocery or retail. No new updates on the new hotel going in at the former Black Angus site. Zach has asked the city planning department to confirm what hotel brand will be coming in, Courtyard or Cambria.

Jeremy Carlson Chamber Report Out

Jeremy had to leave early, so no update was given.

Next Meeting Date –May 24th, Pleasant Hill City Hall, small community room

Meeting adjourned at 11:09am