

**Pleasant Hill Tourism Improvement District (PHTID)**  
**Committee Meeting Minutes**  
**February 22, 2023**  
**9:00am-10:00am**  
**Zoom Meeting**

**Members in Attendance:**

Jeremy Carlson, Chamber of Commerce  
Tony Patel, Board Member  
Tracie Collins, Secretary/Treasurer  
Amanda Hyun, Board Chair  
Zach Seal, City of Pleasant Hill

**Guests in Attendance:**

None

**Staff in Attendance:**

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

**Members not in Attendance:**

None

**Welcome and Call to Order**

Amanda Hyun called the meeting to order at 9: 08am

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

No public Comment

**Approval of January 2023 Minutes**

Motion to approve the January 2023 minutes made by Jeremy Carlson, seconded by Tony Patel, motion passed unanimously.

**Financials for January 2023**

Financial reports presented by Patricia Snowden, Zach Seal had questions about check payments regarding the hotel assessment, Trish provided clarification. Motion to approve financial reports made by Jeremy Carlson, seconded by Zach Seal, Motion passed Unanimously.

**Brown Act Guidelines Update**

Patricia reviewed new Brown Act Guidelines as Governor Gavin Newsom has announced that the COVID-19 State of Emergency will end on February 28, 2023. The Board will resume in person meetings, decided on location of City Hall Meeting space. Decided on a rotation of bringing breakfast items within the Board members.

## **Sales & Marketing**

Viola presented the new Marketing Brochure for Pleasant Hill and the board provided feedback/requested changes were noted.

## **CEO Update**

Patricia Snowden requested approval from the board to utilize Cropper Accounting Agency to complete the annual Audits for Stay Pleasant Hill. Motion to approve made by Tracie Collins, seconded by Zach Seal, motion passed unanimously.

Trish working with Union bank on opening additional bank account, Tracie & Amanda also involved.

Trish working with Future Leaders Program in search of interns.

Moving forward with local restaurants to move forward with Restaurant week and putting into action.

Researching new Ambassador Program, looking for city experts.

Meeting with Park and Recs.

## **Zach Seal City Report Out**

Marriott Courtyard coming to Pleasant Hill, no longer Cambria, 155 rooms, 2-year expectation of opening. New businesses in Downtown Pleasant Hill, Morgan Territory Brewing in April, Mexican Restaurant, Paris Baguette, and small cakes. Off the Grid returning April to October.

## **Jeremy Carlson Chamber Report Out**

Art Wine & Music event May 20<sup>th</sup> & 21<sup>st</sup>; State of the city & Park/Rec report out with the Mayor Feb 28<sup>th</sup> at Mayor's breakfast.

**Next Meeting Date** –March 22<sup>nd</sup>, location TBD

Meeting adjourned at 10:43