

Pleasant Hill Tourism Improvement District (PHTID)
May Board Meeting Minutes
May 24, 2023
9:13am-10:40am
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 9:13am

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

No public Comment

Approval of April 2023 Board Minutes

Motion to approve the March Board minutes, held on April 26th, 2023, made by Bradley Wieber, seconded by Jeremy Carlson, motion passed unanimously.

Approval of April 2023 Financials

Financial reports presented by Patricia Snowden, motion to approve financial reports made by Jeremy Carlson, seconded by Bradley Wieber, 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

Further discussion ensued around increasing the hotel assessment by 1% in 2024. Trish got clarification from Civitas that it can be adopted by a board vote and would be noted in the annual report given to

City Council, but does not require Council approval. A motion was made to adopt the 1% increase, effective Jan 1, 2024, by Jeremy Carlson and seconded by Bradley Wieber.

Change of Board meeting frequency

After discussion at the April meeting on changing the board meeting to bi-monthly, Trish was to report out from Civitas on what it would take to amend the monthly meeting schedule. She reported that it would just take a change in bylaws and a board vote. The board agreed that as long as staff will communicate any needs via emails to the board during the off months, it will be agreeable to everyone. A motion was made by Bradley Wieber and seconded by Zach Seal. The new schedule will be as follows for the remainder of 2023: June 7th(special meeting), July 26th, September 27th, November 29th.

CEO Updates

Art, Wine & Music went very well. 4 hotels hosted kick off receptions and were attended by hotel guests and Chamber ambassadors made the rounds too. We had a booth at the festival and 2 of the 7 hotels participated, Residence Inn showcased their hotel on Saturday and Sonesta Select on Sunday. Staff from the hotels came and worked the booth with Trish and Ciara. Up next is 4th of July, where we signed up as a sponsor. We will participate in the parade and be sponsors on the website, social posts and on the 5K race t-shirt. Blues & Brews planning is also under way and we will be sponsoring from a media standpoint. No booth at that event. The Bandwango campaign is about to get underway, we will be reaching out to local businesses to participate. This will be a year long campaign, called "I Love Pleasant Hill". All businesses are encouraged to participate, at no cost to the business. Our DVC interns start on June 5th, we have hired 3 to help with Marketing, community engagement and film/video.

Sales & Marketing

Sales & Marketing updates were given and the deck will be emailed to all after the meeting. Highlighting the Art, Wine & Music & DVC partnerships. STR report shows Pleasant Hill at a 79.9% occupancy, leading the region again.

Zach Seal City Report Out

Batter n Icing has opened on Crescent Drive. Paris Baguette which recently opened is doing well. Morgan Territory final inspections are this Friday . They will have a soft, soft opening and do not want promo until they let us know. No exact date given. Jack's Tapas will be opening in the old Sweet Tomatoes building, target is end of the summer. Restore Hyper Wellness will be opening soon, no date given. City is in talks with tenants for the old OSH space. Perks is back up and has 52 participating businesses. Technical assistance grants are in the process, 34 applications have been turned in so far.

Jeremy Carlson Chamber Report Out

Jeremy updated board on the Art, Wine & Music fest. Between 20-25K persons attended, final numbers not in yet. Busier than last year and has received great feedback so far. The new set up was well received. Announced Chamber golf tournament is Oct 9th at Rossmoor. Marcos Montes w/Comcast will be taking over as Chair of the chamber board July 1st.

Next Meeting Date –June 7th, Pleasant Hill City Hall, small community room

Meeting adjourned at 11:09am

