

Pleasant Hill Tourism Improvement District (PHTID)
Committee Meeting Minutes
January 25, 2023
9:00am-10:00am
Zoom Meeting

Members in Attendance:

Jeremy Carlson
Tony Patel
Tracie Collins, Secretary
Amanda Hyun
Zach Seal

Guests in Attendance:

None

Staff in Attendance:

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

Members not in Attendance:

None

Welcome and Call to Order

Jeremy Carlson called the meeting to order at 9: 04am

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

No public Comment

Approval of October 2022 Minutes

Motion to approve the October minutes made by Tracie Collins, seconded by Tony Patel, Motion passed Unanimously.

Financials for October, November & December 2022

Financial reports presented by Patricia Snowden, no questions presented. Motion to approve October, November & December Financial reports made by Tracie Collins, seconded by Tony Patel, Motion passed Unanimously.

Sales & Marketing

Viola reported on Sales & Marketing items which took place in October to December. Covered Social Media & Sales Events also upcoming in Feb, Mar & April.

CEO Update

Patricia Snowden reviewed the Strategic Plan recommended by Brad Weaber. Several ideas proposed, tabled until Board can meet again to discuss. Discussed Future Leaders Program, Restaurant Month, sit down conversations and I belong here.

Board member Paul Gaines with Homewood Suites resigned from the Board, written resignation received 01/18/23.

Zach Seal City Report Out

New businesses in Downtown Pleasant Hill, Morgan Territory Brewing in April, Mexican Restaurant, Paris Baguette, Cupcakery and possible grocery store in OSH building. New Perks program 2.0 rolling out, Off the Grid returning April to October and sponsoring Rec & Park 11 events in 2023. Spoke about changing Fiscal Cycle.

Jeremy Carlson Chamber Report Out

Chamber Mixer Feb 9th ; Art Wine & Music event May 20th & 21st; State of the city & Park/Rec report out with the mayor Feb 28th

Board Reorganizing

Board Chair: Amanda Hyun – Nominated by Zach Seal – Seconded by Tracie Collins – Passed unanimously

Secretary/Treasurer: Tracie Collins – Nominated by Amanda Hyun - Seconded by Zach Seal – Passed unanimously

Next Meeting Date – February 22, 2023

Meeting closed at 10:28