

Pleasant Hill Tourism Improvement District (PHTID)
July Board Meeting Minutes
July 26, 2023
9:14am-10:50am
In person Meeting City Hall small community room

Members in Attendance:

Jay Rana, Sonesta Select 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

Guest in Attendance

MaryAnn Cropper, Cropper Accountancy

Members not in Attendance:

Jeremy Carlson, Chamber of Commerce Board Member
Homewood Suites by Hilton Board Member

Welcome and Call to Order

Tracie Collins called the meeting to order at 9:14am

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

No public Comment

MaryAnn Cropper with Cropper Accountancy, who performed our audit was in attendance to present the audit findings and give an overview. All of her reports will be sent out for the board to accept them after the meeting.

Approval of May 2023 Board Minutes

Motion to approve the May Board minutes, held on May 24th, 2023, made by Zach Seal, seconded by Tony Patel, motion passed unanimously. It is noted that there was no formal June board meeting.

Approval of May & June 2023 Financials

Financial reports presented by Patricia Snowden, explanation was given on the best reports to focus on that will help the board more aware of spending, in the P&L detail report and total ytd spending in the budget vs actual report. Standing of bank accounts can be found in the A motion to approve financial reports made by Tracie Collins, seconded by Zach Seal, motion passed unanimously.

Officer Appointment

The positions of Secretary and Treasurer are still open. Bradley Wieber said that he has some prior experience and that he will take on the role of Treasurer. The role of Secretary is still open and for now, Trish, CEO, will continue to take the notes and post them for the meetings.

Assessment Increase discussion

Zach brought up the report that he got from Civitas gave him showing that if we increased from 3% to 4% ,we would be the highest TID assessment in the area and 1 of the highest in the state. It was still the opinion of the board that we would like to increase to the 4% as we have been holding at 3% for 6 years and with the cost of inflation and the fact that our hotels are running an Occ over 80% that an increase is warranted. This will be discussed again as we get closer to budget time for next year.

Change of Board meeting frequency

Further discussion was had and it was determined by the board that they would like to stay with the monthly meeting schedule. Dark in December, but keeping to a monthly schedule outside of that. Updates will be sent out with the new schedule by Trish.

CEO Updates

The bandwango digital pass set up is underway, we have 9 businesses that are signed up or in the process and we will continue to reach out to more businesses with a launch date of August 22nd currently slated. I am requesting that the board look at Visit Concord or Visit Walnut Creek so they can be familiar with what this pass is all about. I will be taking the advice from the auditor and working on setting up some new policies to further clarify our internal controls. More to come. I am in the process of creating binders for all board members, particularly helpful for new members to orientate them. I have completed this with Jay and will do so with Bradley as well. Will bring copies for other board members in the coming months. Its a lot of printing to get these set up.

Sales & Marketing

Sales & Marketing updates will be sent out via a power point presentation, Viola is at a conference and we are short on time with the Audit presentation taking up a good chunk of time.

Zach Seal City Report Out

Perks is up and running again and has 64 participating businesses. City will be doing some video's to promote Perks. 41 applications have been received for the Tech grants. Morgan Territory is now open. The Spirit Store will likely come in as a seasonal pop up. Jacks Cantina is in the works and also Sourdough and Co. Korean Sol Chicken also re-opened after a Covid shut down. No other new tenants to announce at this time.

Next Meeting Date –August 30th, Pleasant Hill City Hall, small community room

Meeting adjourned at 10:50am