

**Pleasant Hill Tourism Improvement District (PHTID)
Stay Pleasant Hill Board Retreat
Committee Meeting Minutes
February 21, 2023 - 8:00am
Pleasant Hill Community Center**

Members in Attendance:

Jeremy Carlson, Chamber of Commerce
Tracie Collins, Secretary/Treasurer
Zach Seal, City of Pleasant Hill

Tony Patel, Board Member
Amanda Hyun, Board Chair

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 8:32am

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

No public Comment

New Board Chair Welcome

Amanda Hyun shared her excitement about being the newly elected Board Chair and shared her expectations moving forward with the Board.

Stay Pleasant Hill Mission and Vision

Trish shared SPH's new mission and vision for the 2023

Round Robin discussion on member expectations & concerns

Board members shared expectations of SPH to market the city as a destination for travelers, promote events in the city and stimulate the buzz around existing & new businesses in Pleasant Hill. Pay special attention to highlight the restaurants in Pleasant Hill and venues.

Brainstorm of Ideas – committees, events & marketing initiatives

Setting up committees within the Board such as a committee to create visitor maps and Diversity committees.
Committee to engage Vestar.

Possibility of opening Board to other business owners & what that will look like

Brainstorming what to do that will bring more business to Pleasant Hill

Create surveys for hotel guests inquiring as to why they are travelling to Pleasant Hill

Possibility of creating a Downtown PH Board

Meeting adjourned at 12:05pm

