

**Pleasant Hill Tourism Improvement District (PHTID)**  
**Board Meeting Minutes**  
**March 22, 2023**  
**8:04am-9:51am**  
**In person Meeting City Hall small community room**

**Members in Attendance:**

Jeremy Carlson, Chamber of Commerce  
Tony Patel, Board Member  
Amanda Hyun, Board Chair  
Zach Seal, City of Pleasant Hill

**Guests in Attendance:**

Eric Lutey, Tourism Academy

**Staff in Attendance:**

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

**Members not in Attendance:**

Tracie Collins, Secretary/Treasurer  
Homewood Suites by Hilton  
Sonesta Select

**Welcome and Call to Order**

Amanda Hyun called the meeting to order at 8:04am

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

No public Comment

**Outside presentation by the Tourism Academy**

Representative Eric Lutey, with the Tourism Academy, joined via Zoom and presented the “Ambassador Program” which gives a destination an opportunity to set up online training for front line workers to help promote and enhance the visitor experience. It is all customized to our City and we will own the modules and can use them with as many trainees as we see fit. Email with pricing and sample training modules were reviewed and sent to all board members for consideration for the 23-24 budget.

**Approval of February 2023 Board Minutes**

Motion to approve the Board Retreat minutes, held on February 21, 2023, made by Zach Seal, seconded by Jeremy Carlson, motion passed unanimously.

Motion to approve the regular February Board minutes, held on February 22, 2023, made by Tony Patel, seconded by Zach Seal, motion passed unanimously.

**Financials for February 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 Tony Patel, motion passed unanimously.

### **Committee Updates**

Amanda reminded the board of the committees that we spoke about at the board retreat and it was determined that any official committees need to be held in accordance with the Brown Act. It was also then determined that the Sales & DEI committees will be official committees and the Map committee will be ad hoc, meaning that it's a project where a few board members will advise the staff only, which does not follow the Brown Act.

### **CEO Updates**

Reminded hotels of upcoming festivals and if anyone wants to offer a package to promote on the festival's websites as well as SPH, they need to get back with me in the next few weeks. Room night production has been hard to track in the past and we want to get a better system set up to see what we are getting from these events. More to come on this next meeting. Informed Board the additional bank account has been opened at Union bank. This is in order to keep no more than \$250K in the accounts to be sure we will be covered by the FDIC. Discussed the previously approved budget item of Bandwango, which is a destination experience platform. We have signed up for a 2 pass program in which we can promote local businesses, through events like a restaurant week. This will help us in promoting our destination to travelers as a vibrant and lively destination with things to do. At the request of the city, we are changing our fiscal year to April 1-March 31 in order to match with the TID renewal time period. That being said, since our current cycle is July 1-June 30, we need another month to get the first draft ready to present to the board, the board that agreed this is doable. We are advertising for interns from DVC and other local colleges to assist us with social media, video and misc. marketing tasks. This is also a budgeted item and Trish will be attending a DVC job fair today to look for candidates.

### **Sales & Marketing**

Viola advised final deadline for the new Visitor Guide will be 3/30 and then going to print as is. Reviewed draft of 23-25 marketing plan, the board provided feedback/requested changes were noted.

### **Zach Seal City Report Out**

Marriott Courtyard coming to Pleasant Hill, on old Black Angus site, no longer Cambria, 155 rooms, 18 month expectation of opening. New businesses in Downtown Pleasant Hill, Morgan Territory Brewing is on track, no definitive opening date yet, Paris Baguette will open by end of March, and small cakes also coming. Off the Grid starting April 5. Perks 2.0 will be coming soon.

### **Jeremy Carlson Chamber Report Out**

Art Wine & Music event May 20<sup>th</sup> & 21<sup>st</sup>; wants to get with hotels to present packages, they need to get with him to get this on their websites.

**Next Meeting Date** –April 26<sup>th</sup>, Pleasant Hill City Hall, small community room

Meeting adjourned at 9:51am

