



Pleasant Hill Tourism Improvement District (PHTID)

Committee Meeting Minutes

January 22, 2020 9:00 am – 11:00 am

Small Community Room, 100 Gregory Lane, Pleasant Hill, CA

**Attending:** Katrece Raine, JC Medina, Shawn Romeo, Ramona MacIntyre, Kelly Calhoun, Tony Patel,

**Guests:** Susan Hurl, Juanita Davalos, Captain Kragen

**Welcome and call to order – JC Medina, Chair**

Meeting called to order at 9:10 AM

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

No Public Comment

**License Plate Readers update from PHPD**

Agenda item discussed out of order

Captain Kragen gave the TID Committee an update on the License Plate Readers located on 2 intersections in Pleasant Hill

1. Contra Costa & Monument:  
Will cover approximately 90% of traffic traveling north on Contra Costa & Monument  
Cost is approximately \$29,000
2. Loongbrook & Ellinwood :  
LPRs will capture approximately 85% of the approaches on both ends of Longbrook and Ellinwood  
Cost is approximately \$32,000 for both camera and support box

Installation date is still TBD

2 proposed cameras were eliminated due to cost

Adding a 3<sup>rd</sup> camera near Boston Market will cost approximately \$57,000. PHPD is still finalizing estimate and will submit final figures once they are available.

Due to lack of infrastructure and sightline obstructions installing an LPR on Boyd & Contra Costa is a challenge.

**Approval of 01.22.20 meeting minutes**

Motion: Katrece Raine

2<sup>nd</sup>: Shawn Romeo Motion passed

**Motion: Financials**

Susan Hurl, Treasurer reviewed December Financials.

Radio ads, Cornhole Tournament, and Ambassador Rally were removed from the budget.

Susan recommended adding office supplies to the TID budget

Ramona updated the TID Committee on attempted fraud on the TID debit card

**Approval of December Financials:**

Motion Katrece Raine

2<sup>nd</sup> Ramona MacIntyre

Motion Passed

**Marketing Update from HUB**

Hub presented a marketing update via teleconference.

They also presented three different campaigns for social media.

After the presentation the committee expressed concerns regarding the cost and effectiveness of the campaigns. The question “ how will these campaigns result in overnight stays” was asked by the committee.

HUB also presented three different options for commercials. All options were very costly, and the Core Group will discuss further in future meetings.

**Visit California print ad partnership with Concord**

Core Group will discuss partnership with Elaine Schroder, Executive Director for Visit Concord regarding partnership.

Motion was raised to partner with Visit Concord on the Visit California ad as long as amount does not exceed \$3,500.

Motion: Shawn Romeo

2<sup>nd</sup> Katrece

Motion Passed

**Marketing and Sales Manager Job Posting**

Committee reviewed the Stay Pleasant Hill Marketing and Sales job post. Post was updated to include more marketing and sales vs. the more administrative job posting created previously.

Job will be posted on Indeed, Zip Recruiter, CAL SAE, and MPI

CTO: 11:03 am