



Pleasant Hill Tourism Improvement District (PHTID)

Committee Meeting Minutes

February 26, 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, Matt Kristic, Jaime Janette, June Catalano

Welcome and call to order – JC Medina, Chair

Meeting called to order at 9:05 AM

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

No Public Comment

Q & A with PHPD

JC Medina described issues the hotels are having with crime and disturbances. Shawn Romeo shared issues Hyatt House has had and asked what PHPD is able to do to help the hotel GMs given the new laws.

Issues raised:

- Guests not leaving the hotel property after being asked to leave by management
- Smoking in hotel rooms
- General disturbances in hotel rooms (i.e. parties)
- Homelessness
- Underage drinking in rooms
- Credit card fraud

Officer Kristic gave an update on AB392, which provides PHPD with training in de-escalation. If police is called to a property for a minor disturbance (not physical or life threatening) they are only to be there as “civil – stand by”, and cannot physically remove someone from a property or arrest them. PHPD will not be using force unless it is 100% justified. A rowdy hotel guest, or guests who are violating hotel’s party policy will not result in PHPD removing the guest from the hotel property. However, if a guest has committed credit card fraud they can be removed from the property.

Officer Kristic recommended that all hotels have a “no party” clause. If there is illegal activity in a hotel room PHPD cannot take action unless they see the activity firsthand.

Officer Kristic also gave an update on the homeless encampment across from Hyatt House : PHPD cleaned camp site and residents relocated to Bakersfield.

Presentation from Contra Costa Health Services

Jaime Janette presented on homelessness and measure hotels can take to get assistance to discourage homeless visitors at their properties.

Discussed the Point in Time Count that was done in Contra Costa County on January 2020

Why do we see such an increase in homelessness?

- Currently Contra Costa County has experienced a “silver tsunami” in homelessness, meaning there has been a large increase in seniors (65 + in age) who are now homeless.
- Contra Costa County only has enough accommodations for 28% of the single homeless population, and 65% of the population with families (i.e. adults with children)

The ultimate goal of Contra Costa Health Services is to make homelessness rare, time limited & non-recurring.

Hotel staff can call 211 when they are having issues with homeless on their properties. AKA the CORE team – 2 people who work in Martinez & Pleasant Hill to relocate homeless people by educating them on services and resources to assist them.

Approval of Meeting Minutes

Edit January Minutes: Kelly was not in attendance

Motion: Kelly Calhoun

2nd: Katrece Raine

Motion passed

Motion: Financials

Susan Hurl, Treasurer reviewed January Financials.

Reviewed sponsorship paid to Blake Demale for Cornhole - \$4,000 one time sponsorship

Paid HUB \$5,600.00 yearly total \$12,000 for creative and social media

Motion: Ramona MacIntyre

2nd: Kelly Calhoun

Motion passed

Marketing Opportunities

- a. Visit Concord Collaboration
Collaborating for Marketing purposes only.
Discusses trade shows and magazine collaborations
- b. Vector – tabled for later meeting
- c. HUB: Committee will review work and future contracts

Stay Pleasant Hill Marketing and Sales Manager Hiring Update

Panel interview scheduled for March 11th, 2020 9 am to 3 pm

Location TBD

GMs will send questions to Ramona

Blues and Brews Sponsorship Request

Kelly suggested hosting a FAM tour during Blues and Brews weekend. Core group will meet with Rec & Park to discuss sponsorship and marketing opportunities

Committee Member Reports

Kelly has been getting inquiries from hotel developers

Katrece provided an update on the Courtyard renovation project

Adjourn 11:25

Next meeting March 25, 2020

Motion Katrece Raine

2nd 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

2nd 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