



Pleasant Hill Tourism Improvement District (PHTID)
Committee Meeting Minutes
March 25, 2020 9:00 am – 11:00 am
Zoom Meeting

Attending: Katrece Raine, JC Medina, Gene Arzonetti, Ramona MacIntyre, Kelly Calhoun, Tony Patel,
Guests: Susan Hurl, Kenny Wongmay, Nell Rivera

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

Financials:

Susan gave an update on Financials – TID Committee is under budget for the FY.
So far this year we are spending \$4,000 per month on social media paid to HUB

Motion: Ramona

2nd: Katrece

Motion Approved

Blues and Brews Sponsorship

TID Committee had concerns about Blues and Brews happening in July.
Committee would like to commit to the requested \$12,500 sponsorship, with the understanding that Pleasant Hill Rec & Park can refund the sponsorship if the event does not happen in 2020

Motion: Katrece

2nd: Ramona

Motion Approved

Security Needs for Hotels

JC recapped some example of vandalism including theft of their van, theft of housekeeping carts, and an increase of homeless people around the property.

Courtyard has begun locking all exterior doors, including the front door that can only be opened by a staff member. Katrece feels that overnight security is imperative for safety.

Ramona gave a recap of the security bids received from 3 different security companies.

Committee discussed the length of a potential contract – Susan Hurl suggested that the contracts be for 3 months, until the end of the FY year, and \$15,000 would be allocated monthly for security.

Motion: Budget \$15,000 for 3 months for security for all 7 Pleasant Hill hotels,

Motion: Katrece Raine

2nd: Gene Arzonetti

Motion Approved

Committee Member Reports:

Katrece has laid off 95% of her staff, and current occupancy rate is 12%

Kelly Calhoun gave an update on LPRs, PHPD is waiting for cameras to be installed

JC has some long term guests staying at the Residence Inn, and some transient business. His main concern is security.

Kenny from Hyatt House reported that people are stealing hall bathroom toilet paper