



Pleasant Hill Tourism Improvement District (PHTID)

Committee Meeting Minutes

May 2nd, 2019

9:00 am – 11:00 am

City Hall, Large Community Room, 100 Gregory Lane, Pleasant Hill, CA

Attending: Katrece Raine, JC Medina, Victoria Briskin, Tony Patel, Shawn Romeo
Susan Hurl, Michael Moore, Ramona MacIntyre **Guest:** June Catalano, Angela Warren, Edie Mustard

Welcome and call to order – Chair, JC Medina

Meeting called to order at 9:02 AM

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

No Public Comment

Approval of 4.25.19 meeting minutes

Minutes from Jan 25th meeting were approved, with the correction that the motion for BART be removed.

Katrece motioned, Victoria 2nd

Motion passed

Financials Review

Susan Hurl

Susan reviewed the current reports and noted that both Digital Advertising and the Summer Campaign are over budget.

We discussed having the new bookkeeper from Maze & Associates clean up all TID bookkeeping records as well as having the monthly report show the budget, actual, & variance so all financials are clear to the entire TID committee.

Review Bookkeeping proposals from MGO & Maze and Associates

TID agreed with Chamber proposal: Maze & Associates will be the bookkeeper for both the Chamber and TID, we will have separate invoices.

MGO will conduct the Audit

Review of Financial SOPs

Pleasant Hill Chamber of Commerce will work with both Maze & Associates and MGO to set up Standard Operating Procedures.

TID Committee Terms

TID Committee will submit their choice for representative . Pleasant Hill Chamber of Commerce Board of Directors will vote to approve the suggested representatives.

There was discussion regarding Hyatt House's 2 votes. Hyatt would have to voluntarily relinquish one vote. If this is done, the TID will have to give the City Council a

License Plate Readers

Not discussed for time

Marketing & Sales Update

Michael Moore

Occupancy down overall (in all comparable areas listed on STR report)

Car show : Approximately 200 attendees

Commercial was updated to feature the Blues & Brews Festival

Stay Pleasant Hill app: 26% new users during April & May ; 73% returning users

Katrece requested social media metrics on a monthly basis

Courtyard sells 10-16 SPH packages per day, however it is not clear why guests choose that specific promo code on the Marriott website.

SPH wines are liked by hotel guests, but supply is low. Michael to look into a different vendor.

Upcoming Sponsored Events:

Blues & Brews : July 19 & 20, 2019

Tinkers & Thinkers : Fall 2019

CCAR meetings: ongoing monthly

Summer Concert Series: May to September

HUB to come to next meeting and present proposal for contract renewal

Proposals from KT Consulting and Small Business MD will be reviewed at next TID meeting. Invitations to both companies will be extended to come present at the next TID meeting.

Committee Member Reports

Nothing was reported

Meeting closed at 11:05am

Meeting adjourned at 11:45am

