



**Pleasant Hill Tourism Improvement District (PHTID)  
Committee Meeting Minutes  
June 26<sup>th</sup>, 2020  
9:00am-11:00am  
Zoom Meeting**

**Members in Attendance:**

JC Medina, Board Chair  
Jeremy Carlson, Secretary  
Tony Patel  
Katrece Raine  
Kelly Calhoun  
Kenny Wong-Many  
Gene Arzonetti

**Guests in Attendance:**

Susan Hurl, Treasurer  
June Catalano, Pleasant Hill City Manager

**Staff in Attendance:**

Viola Ncube

**Welcome and Call to Order**

JC Medina called the meeting to order at 9:16am

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

No public comments

**Approval of May 2020 Minutes**

Motion to approve the may minutes by Kelly Calhoun, Seconded by Katrece Raine. Motion passed unanimously.

## **Recap: Roles and Responsibilities**

Welcome to the TID to Jeremy Carlson

## **Organizational Changes:**

There is an open position for Vice Chair

JC Medina, Board Chair and Representative from the Residence Inn

Jeremy is now the sitting secretary as representative from the Pleasant Hill Chamber of Commerce

The committee members for the TID are:

Kelly Calhoun, Representative of the City of Pleasant Hill

Tony Patel, Pleasant Hill Inn

Katrece Raine, Courtyard by Marriott

German Jimenez, Homewood Suites by Hilton

Gene Arzonetti, Hyatt House

Kenny Wong-Many, Hyatt House

## **Dates and Agendas**

The monthly TID meeting will be the last week of the month on Wednesdays.

The TID core meeting will occur with JC Medina, Jeremy Carlson, Kelly Calhoun, and Viola Ncube once a month, the Wednesday before the TID Board Meeting.

The annual report and audit is due in September.

## **Elections:**

A motion to Continue JC Medina as Chairperson of the TID Board of Directors is made by Kelly Calhoun, seconded by Katrece Raine. Motion passed unanimously.

A motion to elect Gene Arzonetti as Vice Chairperson of the TID Board of Directors was made by JC Medina, seconded by Katrece Raine. Motion passed unanimously.

**Financials:**

Motion to approve Financial Report made by Susan Hurl, Treasurer, was made by Jeremy Carlson, seconded by Katrece Raine. Motion passed unanimously.

**2020-2021 Sales & Marketing**

Viola has created a KPI report to track milestones.

The comprehensive list of wants and needs was culled down to show what were the priorities of the GM's for each hotel.

Viola broke the budget in to 5 major expense headings, overhead, production, media, travel, and FAM/Technology, and forecasted the upcoming budget for 2020/2021.

There will be 2 virtual events this summer.

To move forward right now we need to approve the CRM and Phone purchase for Viola.

Motion to approve the purchase of the CRM, C-event, phone for Viola made by Gene Arzonetti, seconded by Kenny Wong-Many, motion passed unanimously.

Motion made to approve the 2020/2021 budget black lines with redlines tabled and to be reviewed next month by Gene Arzonetti Seconded by Katrece Raine, motion passes

**Updates:** No committee report updates

Meeting adjourned at 11:08am

The next meeting will be on July 29, 2020, 9:00am via Zoom