



Pleasant Hill Tourism Improvement District (PHTID)

Committee Meeting Agenda

April 27, 2018

9:00AM – 11:00AM

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

Committee Members:

Chamber of Commerce -

Steve Van Dorn

City of Pleasant Hill -

Kelly Calhoun

Homewood Suites -

Victoria Briskin

Hyatt House -

Todd Craig

Courtyard Marriott-

Katrece Raine

Residence Inn-

JC Medina

Pleasant Hill Inn -

Tony Patel

1. Welcome & Call to Order – Chair, JC Medina
2. Public Comment (*for any item that is not on the agenda – please limit to 2 minutes*)
3. Approval of 3/30/18 Meeting Minutes
4. Review Brand System Update and Preliminary Website – HUB Collective
5. Marketing/Advertising opportunities
 - Dog Trekker.....\$7,500 split three ways (PH, Concord & WC)
 - Six Flags Hurricane Harbor.....\$14,761 or \$43,810
 - Hearst Bay Area/SF Chronicle/SFGate.com
6. Review top resumes received for Marketing & Sales Manager position
7. Update on hotel packages for Wine, Women and Shoes on May 19
8. Update on Bike Share opportunities for Pleasant Hill – JC Medina/Kelly Calhoun
9. Committee Member Reports (*Open opportunity for committee members to update group on key business or community issues; share significant news; etc.*)
10. Adjourn

¹Brown Act Notice: The portion of this agenda dealing with the Committee's role as the governing body of the Pleasant Hill Tourism Improvement District (PHTID) is subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Committee welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the Committee to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Committee.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the Chamber of Commerce at least 48 hours in advance of the meeting.

Next Meeting: TBD

Mission Statement:

"To promote and meet local business needs, provide added value to our members, and enhance the quality of life within our community."