



Pleasant Hill Tourism Improvement District (PHTID)

Committee Meeting Agenda

September 14, 2018

9:00AM – 10:30AM

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

Committee Members:

Chamber of Commerce –

Tina Traum

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 7/13/18 Meeting Minutes
4. Launch Campaign Update; Fall Campaign Update; Visitor Guide; Art, Wine & Music; Launch Campaign Update; Trade Show Planning (2019) – HUB Collective
5. Review August YTD financials
-Discuss 2018/19 budget time period
7. Marketing/Sales program updates
-Visit Widget
-Cornhole opportunities
-Brand integration with hotels; merchandise and collateral
-Orienting staff to the Community
-Outside Market Media buys
-BNI guest opportunities
8. Bike Share Update
9. Committee Member Reports (Open opportunity for committee members to update group on key business or community issues; share significant news, etc.)
10. Adjourn

Next Meeting: TBD

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.