



Pleasant Hill Tourism Improvement District
Committee Meeting Minutes
March 2, 2018

Meeting was called to order by Chair, JC Medina at 10:10am.

Attendance: Kelly Calhoun, Victoria Briskin, Todd Craig, JC Medina, Tony Patel and Steve Van Dorn

Guests: Juanita Davalos, City of Pleasant Hill and Tina Traum/PH Chamber of Commerce

Meeting Minutes: 2/16/18 meeting minutes were unanimously approved (Todd/Kelly).

HUB presentation on Story Boards: HUB presented two Story Board concepts for the PHTID to consider for approval. The boards will set the foundation for what the brand, colors and logo will become for Stay Pleasant Hill. After a thorough discussion and by consensus, it was agreed to move forward with Mood Board #1.

Job Description Review: Steve submitted a draft job description for the Stay Pleasant Hill Ambassador position that was approved as part of the 2018 budget. Several suggestions were made by the group and Steve will be sure these are added to the final job description that is submitted to the job boards. The committee also suggested the candidates be narrowed down to 5 for the Committee to interview.

Stay Pleasant Hill Ambassador position:

Victoria suggested that we consider looking at a consulting firm to fill the Ambassador position and also consider making it full-time versus part-time. Steve commented he will look into the consultant option and expects the Ambassador position to become full-time but not this year. Steve will update the Committee if he has trouble finding interested candidates. The Committee also expressed interest in being part of the interview process.

Wine, Women & Shoes:

It was agreed by consensus that the PHTID sponsor the water bottles for WWS. HUB will create a temporary logo and send to Rec & Park. It was also agreed that the hotels will provide overnight stay packages and submit to the chamber by 3/9. The Chamber will post on their website and also ask WWS to post the packages.

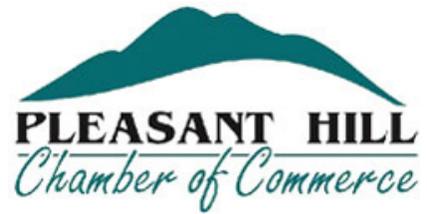
Bike Share Programs:

JC is waiting for a proposal from Zagster. Kelly will be talking to the other cities and report back on what the city process will be for moving forward with city approvals once we decide on what we'd like to do.

Other Business:

Katrece announced their 2.0 Bistro pricing has been launched and they expect to do a hotel renovation in 2019 Q3. Kelly reminded everyone about the Intl. Jewish Film Festival. JC said his new lobby space is finally completed. Victoria reported her hotel should be open by May 18. Todd is looking for a new Sales Manager. Are planning to do some renovations in the fall of the year to include soft goods, pool decking and painting outside. There was also a request that a sign is needed on Ellenwood to direct visitors to the hotels. Bridge over creek also needs to be repaved.

Being no further business to discuss, the Committee adjourned at 11:50am



Next meeting is scheduled for 3/30/18 at 9am at the Large Community Room at City Hall.

Submitted by: Steve Van Dorn, Secretary