



Pleasant Hill Tourism Improvement District  
Committee Meeting Minutes  
March 30, 2018

Meeting was called to order by Chair, JC Medina at 9:08am.

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

**Guests:** Juanita Davalos, City of Pleasant Hill, Tina Traum/PH Chamber of Commerce and Pamela Green/Keller Williams Realty

**Meeting Minutes:** 3/2/18 meeting minutes were unanimously approved (Todd/Kelly).

**HUB presentation:** HUB reviewed the temporary logo that will be used for the Wine, Women & Shoes water bottles. The Committee liked what they saw. Three proposed logo options were then presented to the Committee. It was agreed by consensus that Option three was picked by the Committee as their preferred option.

**Wine, Women & Shoes:**

There was a brief discussion on the ways we can promote the hotel packages. It was agreed that the City, Hotels and Chamber would promote the packages on their websites and social media channels.

**Bike Share Programs:**

JC reported that his Zagster contact has left. He will try to reconnect with them. Kelly believes the City will most likely move forward with a pilot program with LimeBike and others.

**Other Business:**

Todd reported that his renovation is still on track for late fall and will be a \$1million investment. Victoria updated the group that her hotel should now be open by June 14. Presale has been moved to mid-July. Pamela mentioned she enjoys attending the meetings and learning about what we are working on. Katrece reported they are resealing the parking lot and will be installing a faster internet system. Her renovation is scheduled for 2019. There were questions about Caltrans and getting one of the fences fixed facing the 680 freeway. Homelessness still remains an issue for many of the hotels. JC discussed some recent challenges he is having with evicting guests that have stayed over 30 days. He also wanted to be sure the PHTID financials will be audited. Kelly and Steve confirmed this will be done annually with the first audit occurring at the end of this year.

Being no further business to discuss, the Committee adjourned at 10:30am

Next meeting is scheduled for 4/27/18 at 9am at the Large Community Room at City Hall.

Submitted by: Steve Van Dorn, Secretary