



Pleasant Hill Tourism Improvement District  
Committee Meeting Minutes  
Location: City Hall, Large Community Room  
June 5, 2018

Meeting was called to order by Chair, JC Medina at 8:31am.

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

**Absent:** Todd Clark

**Guests:** Tina Traum/Chamber of Commerce, Michael Moore/ Stay Pleasant Hill and Juanita Davalos, City of Pleasant Hill

**Meeting Minutes:** 4/27/18 meeting minutes were unanimously approved (Kelly/Tony).

**HUB presentation:** HUB reviewed the brand update, July ad in Diablo Magazine, business cards and stationary, website and all social media listings. There was a brief discussion about the Website and if a meeting space section should be added. It was agreed that under the "about" section on the website, HUB will add links back to the hotels if meeting space is needed and an opportunity to email [info@staypleasanthill.com](mailto:info@staypleasanthill.com).

HUB also presented two options for the launch of Stay Pleasant Hill. One with a large focus on our mascot Phill including a standard launch party. Another was a standard launch party with no mascot involvement. After a thorough discussion, it was agreed by consensus that the focus on our mascot Phill should be lowered and continue with the formal launch in late July/early August. In other words, a hybrid approach. Even though it was determined to lower the focus on mascot Phill, there will still be an added cost for the promotion of Phill prior to the formal launch. By consensus, the committee was supportive of the extra cost as long as the focus on Phill was lowered for the formal launch event.

**Marketing Advertising Opportunities:**

Steve Van Dorn reviewed the revised Rec & Park "Stay & Play" proposal. The Committee thought it looked good and agreed to market at their properties once the brochure is ready to go.

**Bike Share Programs:**

No new updates were given.

**Other Business:**

There were brief updates given by Kelly and Steve.

Being no further business to discuss, the Committee adjourned at 10:18am

Next meeting is scheduled for 7/13/18 at 9am at City in the Large Community Room.

Submitted by: Steve Van Dorn, Secretary