



Pleasant Hill Tourism Improvement District
Committee Meeting Minutes
Location: City Hall, Large Community Room
July 13, 2018

Meeting was called to order by Chair, JC Medina at 9:00am.

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

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

Meeting Minutes: 6/5/18 meeting minutes were unanimously approved (Kelly/Todd).

Steve announced that he would be leaving the PH Chamber and this would be his last PHTID Committee meeting.

HUB presentation: HUB reviewed the website, launch campaign and promotional items. Formal Launch party will be held on 8/10 at the Contra Costa Country Club and on 8/11 at Pleasant Hill Park. The Committee was pleased with what was presented and they also agreed with the launch plans.

A suggestion was made to have a card printed that could be included with hotel keys when guests check-in. This was tabled for a future discussion.

Steve and Kelly updated the status of the Annual Report presentation to City Council, budget timing and the audit process. The Annual Report will be presented at the September 10 City Council meeting. The report documents need to be submitted to City staff by August 24, 2018. The chamber has contracted with Civitas to assist with the formulation of the Annual Report. The audit timing has not been confirmed. Mike Robertson, Treasurer of the PHTID will be working with the City on confirming the details shortly. There is also a question about the timing of the annual budget for the PHTID and how this may impact the Chamber's budget and the PHTID audit. These issues are included in the discussions Mike Robertson is having with the City.

Financials: The June 2018 YTD Financials were reviewed and unanimously approved (Todd/Katrece). There was one question about the tourism holding account. Steve promised to let the committee know what this number represented before the next meeting.

Election of Officers:

JC was nominated to serve as Chair and Todd Craig as Vice Chair for the 2018/2019 fiscal year. This was unanimously approved (Kelly/Todd).

Bike Share Programs:

Kelly plans to take this to the Economic Development Committee for consideration.



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Other Business:

There were brief updates given by Kelly and JC.

Being no further business to discuss, the Committee adjourned at 11:07am

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

Submitted by: Steve Van Dorn, Secretary