



Pleasant Hill Tourism Improvement District
Committee Meeting Minutes
November 15, 2017

Meeting was called to order by Chair, JC Medina at 11:10am.

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

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

Meeting Minutes: 8/18/17 and 8/25/17 meeting minutes were approved unanimously.

Strategic Marketing Plan Update: HUB Collective gave an online presentation on their findings to date to the Committee. Victoria wanted to be sure we do not forget to highlight that we offer the “extended stay” experience and we should use this in our marketing and promotions. She also wanted to be sure we don’t forget about the meeting planner market in our messaging and marketing. Katrece wanted to be sure we also target the government business travelers. HUB responded by saying this market will be covered under the business travel focus. HUB also shared some suggested taglines. Overall, the committee was happy with the suggestions and especially liked the #1 Non-Attraction Town, if used in the right context. Suggested mission and vision statements were also shared. The Committee suggested they needed to be more strongly worded and more passionate in their wording.

HUB will work on making the suggested changes and plans to have a final draft ready for review in December as originally scheduled.

Committee members gave brief updates on their respective properties and upcoming Chamber and City events

Being no further business to discuss, the Committee adjourned at 12:27pm

Next meeting will be scheduled once the HUB final draft is completed.

Submitted by: Steve Van Dorn, Secretary