

Pleasant Hill Chamber of Commerce

TID Committee Policy

June 15, 2017

ARTICLE I

PURPOSE

1.1 Background. On March 20, 2017, the City of Pleasant Hill created the Pleasant Hill Tourism Improvement District (PHTID). The Pleasant Hill Chamber of Commerce (Chamber) was named as the PHTID Owners' Association and has contracted with the City to provide services to assessed hotels.

Services will be provided in accordance with the PHTID's Management District Plan (MDP), which calls for a standing advisory TID Committee to be responsible for overseeing the expenditure of PHTID funds and program planning in accordance with the MDP. This policy will guide the operation of the Chamber's TID Committee. The TID Committee was created by an affirmative vote of the Chamber Board of Directors on June 15, 2017. The TID Committee has created and adopted this policy in accordance with Article 7, Section b.3 of the Chamber Bylaws.

1.2 General Purpose. The TID Committee is charged with managing funds and implementing programs in accordance with the MDP, the Property and Business Improvement District Law of 1994 ("94 Law"), resolutions passed by the City of Pleasant Hill, the Ralph M. Brown Act, the California Public Records Act, and other applicable rules, regulations, and statutes.

1.3 Specific Purpose. The TID Committee will be responsible for managing the expenditure of PHTID funds on sales, marketing, and communications programs and planning sales, marketing, and communications programs as authorized by the MDP. All activities will be specifically designed to benefit lodging businesses paying the PHTID assessment by attracting overnight visitors and increasing overnight room sales. Recommended activities may include:

- A. Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- B. Print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- C. Attendance of trade shows to promote assessed businesses;
- D. Sales blitzes for assessed businesses;

- E. Familiarization tours of assessed businesses;
- F. Media and public relations promotions featuring assessed businesses;
- G. Development of a strategic plan to benefit assessed businesses;
- H. Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- I. Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- J. Lead generation activities designed to attract tourists and group events to assessed businesses;
- K. Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses;
- L. Development and maintenance of a website designed to promote assessed businesses;
- M. Comprehensive and integrated way finding signage systems, including signage to parking lots and decks, designed to create a visitor experience that will bring repeat visits to assessed businesses;
- N. Transportation programs connecting assessed businesses and local music venues, sports venues, and other attractions, to increase overnight visitation and room sales at assessed businesses;
- O. Art and cultural projects to attract overnight visitors to assessed businesses;
- P. Local destination marketing programs designed to drive overnight visitation and room sales to assessed businesses;
- Q. Destination product development programs and improvements designed to drive overnight visitation and room sales to assessed businesses; and
- R. Sports and outdoor recreation marketing programs designed to drive overnight visitation and room sales to assessed businesses.

ARTICLE II COMPOSITION

2.1 Committee Members. The TID Committee shall be composed of up to eight (8) members as required by the MDP. The members of the TID Committee shall include:

- A. Up to two (2) representatives of the Hyatt House hotel;
- B. One (1) representative of the Homewood Suites by Hilton hotel;
- C. Up to two (2) representatives of a Marriott hotel;
- D. One (1) representative of a lodging business not affiliated with a national brand;
- E. One (1) representative of the Pleasant Hill Chamber of Commerce; and
- F. One (1) representative of the City of Pleasant Hill.

In the event of changes in hotel ownership or brand affiliation, the TID Committee may modify its composition pursuant to Section 3.5.

2.2 Term. TID Committee members shall serve for one year term, which will begin on July 1 of each year. The Chamber representative and City representative will be standing members.

2.3 Selection. With the exception of the representatives of the Chamber of Commerce and the City of Pleasant Hill, the initial members of the TID Committee shall be appointed by the Chamber Board. Annually thereafter, a notice of vacancies and request for nominations will be submitted to the PHTID hotels. Hotels will have the opportunity to nominate individuals to serve on the TID Committee, and will then receive a ballot listing the nominated individuals to indicate their preference for TID Committee members. The Chamber Board of Directors will appoint the individual TID Committee members based upon returned ballots.

2.4 Resignation and Vacancies. A TID Committee member may resign at any time by giving written notice to the Secretary of the TID Committee. The notice shall be effective upon the date of receipt, or at a later date indicated in the notice. A TID Committee member shall immediately cease to be such in the event they are no longer employed by or authorized to represent the business or entity they were appointed to represent. Vacancies shall also occur in case of the death, incapacity, or incarceration of a TID Committee member. A vacancy shall also occur in the event a TID Committee member, without being excused, either fails to attend more than one-half of the TID Committee's meetings in any year or fails to attend three consecutive meetings. Vacancies may be filled by a vote of the remaining TID Committee members.

2.5 Officers. The TID Committee shall elect, on an annual basis, the Chair and Vice-Chair of the TID Committee. Elected officers shall serve for a one-year term which will begin on July 1 of each year.

- A. Chair. The Chair shall preside at all meetings and have such other powers and duties as the TID Committee may require.
- B. Vice-Chair. The Vice-Chair shall, in the Chair's absence, assume the duties of Chair.
- C. Secretary. The Secretary shall be responsible for noticing and taking minutes of all meetings, maintaining TID Committee records, submitting TID Committee reports, and other duties typically associated with the position

that may be required by the TID Committee. The Chamber TID Committee representative will hold this position.

D. Treasurer. The Treasurer shall be responsible for general supervision of the financial affairs of the PHTID, shall make regular financial reports to the Committee, and shall undertake such other duties as may be directed by the Committee. The Chamber Board Treasurer will hold this position.

2.6 Quorum. A majority of the TID Committee members shall constitute a quorum for transaction of business. There shall be no voting by proxies or voting by absentia.

2.7 Compensation. TID Committee members shall receive no compensation.

ARTICLE III OPERATIONS

3.1 Brown Act and Public Records Act. All meetings shall be noticed and held in accordance with the requirements of the Ralph M. Brown Act, Government Code §54950, et seq. All TID Committee records and documents shall be kept in accordance with the provisions of the California Public Records Act, Government Code §6250, et seq.

3.2 Regular Meetings. Regular meetings of the TID Committee will be held at least quarterly.

3.3 Telephonic Participation. Teleconferencing, as authorized by the Ralph M. Brown Act, may be used for all purposes in connection with meetings. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the TID Committee shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before or otherwise participating in the meeting of the TID Committee. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the TID Committee shall participate from locations within the boundaries of the City of Pleasant Hill. The agenda shall provide an opportunity for members of the public to address the TID Committee directly at each teleconference location.

3.4 Annual Report. The Chamber Board is required to submit an annual report to the City for each fiscal year of the PHTID, except the first year, pursuant to Streets and Highways Code §36650. The TID Committee will prepare and submit the report in a timely manner.

3.5 Annual Audit. The TID Committee shall cause an annual audit to be conducted by an independent certified public accountant of all financial matters related to the PHTID.

3.6 Amendment. This policy may be altered, amended or repealed and a new policy may be adopted by an affirmative vote of a majority of the TID Committee members present at any regular or special meeting, a quorum being assembled, provided that written notice of such meeting, setting forth in detail the proposed revision(s) and explanation(s) therefore, be given not less than 7 days prior to such meeting.

CERTIFICATE OF SECRETARY

I certify that I am the acting Secretary of the Pleasant Hill Chamber of Commerce TID Committee; that this TID Committee Policy, consisting of five (5) pages, inclusive, is the policy governing this TID Committee as adopted by the TID Committee on _____, 2017, and that this TID Committee Policy has not been amended or modified since that date.

Executed on _____, 2017, at Pleasant Hill, California.

Steve Van Dorn
Secretary