



Pleasant Hill Tourism Improvement District (PHTID)
Committee Meeting Minutes

January 25th 2019

9:00 am – 11:00 am

City Hall, Large Community Room, 100 Gregory Lane, Pleasant Hill, CA

Committee Members:

Chamber of Commerce
Ramona MacIntyre

City of Pleasant Hill
Kelly Calhoun

Homewood Suites by Hilton
Victoria Briskin

Hyatt House

Courtyard by Marriott
Katrece Raine

Residence Inn by Marriott
JC Medina

Pleasant Hill Inn
Tony Patel

¹ Brown Act Notice: The portion of this agenda dealing with the Committee's role as the governing body of the Pleasant Hill Tourism Improvement District (PHTID) is subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Committee welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the Committee to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Committee.

² ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the Chamber of Commerce at least 48 hours in advance of the meeting.

Attending: Katrece Raine, JC Medina, Victoria Briskin, Tony Petal, Mike Robertson, Kelly Calhan, Michael Moore, Ramona MacIntyre **Guest:** Juanita Davalos

December Meeting Minutes approved

Ramona MacIntyre, Chamber President & CEO will be secretary for TID committee

License Plate Readers:

What would the standard operating procedures be for arresting/questioning a potential criminal on hotel property, or who is a hotel guest?

Vote to add budget for license plate readers will be earmarked for a later date; potential to allocate funds for 3 license plate readers

Bring back PHPD back for a Q&A regarding "Security & Safety"

HUB's Recap of 2018

Built brand	Logo
Michael joined team	Phill campaign
Website	Print ads
Building brand recognition	Visitor guide and map

Coming In 2019:

Build brand awareness	Advertise in magazines
Advertise Events to gain more overnight stays	Ex: Chamber Ambassador Rally
Travel Channel Ads	Michael going to travel conferences

Audit:

February- statement will be given to city council Feb 25th

Committee should renew audit/ financial report which may push council statement to March

Michael Moore marketing review:

Delta Blues, Ambassador rally, DVC car show, Geofencing advertising, Relay for Life + Hope Walk, B&B, Tinkers and Thinkers-Myth-Buster Juniors, AW&M

