



Pleasant Hill Tourism Improvement District Committee Meeting Minutes  
Location: City Hall, Large Community Room  
November 16, 2018

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

**Attendance:** Kelly Calhoun, Katrece Raine, Victoria Briskin, JC Medina

**Guests:** Michael Moore Marketing & Sales Manager Stay Pleasant Hill, Police Chief Bryan Hill, Police Captain Greg Kogler, Juanita Davalos, City of Pleasant Hill, Joe Stokley

**HUB presentation:**

- HUB reviewed the Pleasant Hill Visitor Guide, 2,000 were ordered to print
- The fall campaign was previewed, a series of video ads to be posted to Youtube, Facebook & Instagram
- The Comfort Zone Package was presented as the reward for clicking on the video ad. The Comfort Zone package includes a tote bag, bin of teas & mug, throw blanket, Comfort Zone eye mask & "Passport" with local deals and discounts

**License Plate Reader Presentation:**

- Pleasant Hill Police Chief Bryan Hill & Captain Greg Kogler gave a presentation highlighting the benefits of license plate readers at the avenues of approach to the hotels.

**JC and Katrece:**

- Asked about the liability of having on site surveillance cameras. During discussion it was noted that the ALPR's are not surveillance cameras, they only read license plates.

**PHPD:**

- ALPR's can alert either appropriate hotel staff in the case of an unpaid bill or the police department if the plate is being sought by law enforcement.

**Michael Moore's marketing & sales presentation:**

- Discussed prospective upcoming events for 2019 and establishing blocks of rooms or special rates for attendees booking through Stay Pleasant Hill
- Requested reallocation approved surplus budget funds into 2019 Q1 & Q2 **Kelly:**

Recommended a detailed global memo to the committee for transparency

**JC:**

Agreed

**Other Business:**

- A quorum was not met and no votes were cast
- Being no further business to discuss, the Committee adjourned at 10:35 am

Submitted by: Michael Moore, Marketing & Sales Manager Stay Pleasant Hill