



Pleasant Hill Tourism Improvement District
Committee Meeting Minutes
January 23, 2018

Meeting was called to order by Chair, JC Medina at 9:07am.

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

Guests: Anthony Chavez/Hyatt House, Juanita Davalos/City of Pleasant Hill, Tina Traum/PH Chamber of Commerce, Lindsey Charlet/Bryan Brooks/Jennifer Guibord, HUB Collective

Meeting Minutes: 11/15/17 meeting minutes were approved (Calhoun/Craig).

Strategic Marketing Plan Update: HUB Collective presented their final draft of the Strategic Marketing Plan for approval. After their presentation, the following comments were made by the committee members:

- Katrece asked about advertising buys. Focus on this year will be on non-buy coverage until we have more advertising and marketing materials available.
- Victoria wants to be sure we pursue the government/meeting planner market, especially those that are staying in neighboring cities. The new website will have a feature for meeting planners and the government market to lure them to PH. Victoria also commented she was very supportive of the Stay PH Ambassador position. She also suggested the chamber look to DVC for interns to assist with projects, etc.
- Todd asked if people could sign up to receive email updates on what's happening in PH. This feature will be part of the new website.
- JC mentioned it is important that the hotels track the hotel rooms that are filled around the special events that we will be promoting so we can set a benchmark for future evaluation.
- Steve requested there be money placed in budget for a bike sharing program that will be available at the hotels and at strategic locations

There was also some general discussion as to how the Stay Pleasant Hill Ambassador position would be funded. HUB presented the position as a separate line item in the budget. Steve commented that he would present a budget at the next meeting breaking this down. He also agreed to present a job description for this position at the new meeting.

Kelly reminded the committee that the chamber will be responsible for providing quarterly financial reports outlining income and expenses.

Kelly made a motion to accept the Strategic Marketing Plan as presented, not including the budget numbers. Victoria provided the second. The motion passed unanimously.



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 11:17am

Next meeting is scheduled for 2/16/18 at 9am at the Hyatt House.

Submitted by: Steve Van Dorn, Secretary