



Pleasant Hill Tourism Improvement District
Committee Meeting Minutes
February 16, 2018

Meeting was called to order by Chair, JC Medina at 9:04am.

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

Guests: Juanita Davalos & Martin Nelis/City of Pleasant Hill, Tina Traum/PH Chamber of Commerce, Pamela Green, Sheila Cotruvo and Ryan Herriman/Pleasant Hill Rec & Park

Meeting Minutes: 1/23/18 meeting minutes were unanimously approved (Kelly/Victoria).

Copies of the final Strategic Marketing Plan were handed out to Committee Members in attendance.

2018 Scope of Work Proposal Review: HUB reviewed their 2018 Scope of Work Proposal.

-Steve asked if they would also be able to help with the promotion of the Wine, Women and Shoes event. They will be able to assist but this would be at an additional cost.

-Victoria recommended that our social media company/person be in place before the website is done and summer begins. The 2018 Scope of Work proposal was unanimously approved (Steve/Todd)

Rec & Park Partnership Discussion: Sheila Cotruvo and Ryan Herriman expressed their support and interest in working with the PHTID in driving attendance to their events as well assisting us with filling hotel rooms. Since Wine, Women & Shoes is occurring on May 19, it was decided that the hotels would provide separate packages (that do not include tickets to the event) to the Chamber. We will work with Rec & Park to set up a link on their Wine, Women & Shoes website directing folks to these hotel packages. Once the website, branding and logo are completed, we can then direct the package links to our staypleasanthill.com website. It was also mentioned by Martin that the PHTID should also focus on the many sporting groups that come to Pleasant Hill. Martin and Ryan offered to share their contacts so that the PHTID could follow-up. This type of work will be the responsibility of the Stay Pleasant Hill Ambassador.

Stay Pleasant Hill Ambassador position:

Victoria suggested that we consider looking at a consulting firm to fill the Ambassador position and also consider making it full-time versus part-time. Steve commented he will look into the consultant option and expects the Ambassador position to become full-time but not this year. Steve will update the Committee if he has trouble finding interested candidates. The Committee also expressed interest in being part of the interview process.

2018 Budget Review and 2017 Financials:

The Committee reviewed the proposed budget and approved with the following changes:

-Add \$20,000 for sponsorships and add in the hotel Committee's chamber annual membership fees to the membership line item (\$2,000). Victoria suggested we consider a scholarship program for either DVC students or another institute that supports the hospitality. It was agreed we wait on this and check



with Civitas to see if this would fall under our Management District Plan. The 2018 Budget and 2017 financials were unanimously approved (Todd/Kelly).

Other Business:

JC gave a brief overview of a meeting he and Kelly had with a bike share company called Zagster. They liked what they had to say. He will ask them to conduct an evaluation of our City so we can determine the cost for installation. Kelly said she would check on the process for approval with the City. Steve and JC are planning to meet with LimeBike later in the day and will report back to the Committee on their findings.

Being no further business to discuss, the Committee adjourned at 11:15am

Next meeting is scheduled for 3/2/18 at 10am at the Large Community Room at City Hall.

Submitted by: Steve Van Dorn, Secretary