



Pleasant Hill Tourism Improvement District
Committee Meeting Minutes
Conference Call
September 14, 2018

Meeting called to order by Chair, JC Medina at 9:08 AM

Attendance: Kelly Calhoun, Katrece Raine, Victoria Briskin, JC Medina, Michael Moore, Tina Traum, Tony Patel, Todd Craig

No public comments

Strike out **next** meeting 7/13

Motioned by Kelly Calhoun

2nd w/ Changes by Katrece

HUB PRESENTATION

- Recap of Summer
- Preview of Fall
- Launch of finding Phill was a huge success
 - We received 600 votes
 - Swag gifts at Launch Event

American Iron Car Show Booth

Will include Cornhole & coloring sheets

10-week Social Media campaign started in July will include Instagram, Facebook (both follows and likes)

Michael's comments:

- Phill is at Off the Grid every Wednesday
- Remind people that Embassy Suites is not in Pleasant Hill
- 1st Annual Pet Promenade at Art, Wine, and Music

Kelly's Comments:

- Do we need photo releases?
 - Michael is asking for verbal permission.
- Kelly suggested sending a formal release form with logos and a disclaimer.
- Post a sign at the entrance to the event saying, "You are entering a public event" Language should be added to A-Frame
- If pictures are used for more than social media a formal release form will be needed

FALL CAMPAIGN:

Google ads launching

Want to create a specific experience

Art, Wine, and Music:

Are we able to add packages for Art, Wine, and Music?

- Katrece: They have not received much information, but they can do it
- JC: yes

Michael: We need to get in front of [Art, Wine, and Music] now that it is branded

- Kelly Agreed
- JC requested a calendar ahead of time so he can have codes ready

Hub to incentivize people to come and stay in Pleasant Hill 2-3 months ahead of Art, Wine, and Music.

- Perhaps include spa treatments, and bottle of wine in room

Victoria suggested hotels establish a discount rate not tied to inventory. Marriott did this and it was more personalized, however, each hotel has a completely different process

Ex: Marriott pulled rooms out of inventory

Comments:

- Kelly: It would create a more VIP experience.
- Victoria: A different rate is not the same as a package. Each hotel should come up with their own package.
- HUB: There are great regional events to tie that into
- Victoria: Are hotels on their own when creating a package?

- JC: Packages should appeal to vendors as well as current guests. We should encourage people already there to stay longer.
- Victoria suggested a local incentive reward.

Launch Party:

Idea to create a new vodka cocktail for Pleasant Hill. This would not be a traditional ad, but rather something you can make and enjoy.

Kelly wanted to know more details about events associated with revealing the cocktail to the public.

Response: It could be an event or a YouTube video. (1-minute video at each location)

Tony will participate as the non-alcoholic property.

Committee approved of cocktail campaign

Door Hangers:

As part of the visitor guide, each hotel would receive door hangers in hopes that guests take them from the rooms. The more that make it out of the city, the better. Casting and printing would be done on a local level.

Some challenges are – changing phone number, having individualized door hangers for each hotel, and changing the marketing to include local events such as Light up the Night.

2019 Trade Shows:

Victoria suggested looking into small meeting events in Silicon Valley. Some events are too big, so some research will be required to learn which events best suite Stay Pleasant Hill. Recommendations will be sent to HUB.

Financials:

Kelly – Have assessments for each hotel

\$142, 869 for March 2018 should have been \$ 142, 969. City will issue a check for \$98. Still waiting on Chamber rpt on changing from cash to accrual.

HUB Contracted through?

\$125,000 thought

HUB contract should be on next agenda so there is a formal approval on the budget by the committee. HUB contract will end in August.

August – June 30th budget estimated cost of consultaion fee.

Approved budget through August

Social Media management: \$20,000 to the end of the year.

- Is that too specific for media buys?
 - Difference between the two?

Committee suggested adding social media ads, and to drill down line items. SM company should give us a budget.

Marketing Sales Program:

Visit Widget: An interactive visitor experience app that is branded to your community. App pulls together all activities, restaurants, and attractions into one location that is easy for tourists to search what is happening in your city. App has been used in several cities and has glowing reviews.

Pricing:

Set Up: \$1,500.00

Monthly Fee: \$399.00

Pros:

People are more likely to use an app than a website

Enhance tourists experience while staying in Pleasant Hill

Possible partnership with JetSuite Ex

Cons:

Stay Pleasant Hill may not be ready for the app yet

Questions on how the app pulls content to display

Monthly cost – can we test it out for a couple of months, then decide on a long-term contract?

Cornhole: Working on getting the 2019 Tournament to be in Pleasant Hill. There is a \$250,000.00 purse. Stay Pleasant Hill will sponsor a team.

Digital Media: Google Ad Words will track clicks on Expedia.

Photo & Video Asset: Len Shapiro is working on spots. Hub to work on a video which can be used across multiple mediums.

BNI: Members from other communities / BNI groups can meet & stay in Pleasant Hill.

We can establish a referral program for locals. Michael will promote by visiting other BNI groups.

Tinkers & Thinkers: Tomorrow, Sept. 15th. Stay Pleasant Hill will have a booth and will have 3 STEM activities for kids.

Bike Share: Walnut Creek is conducting a survey in October whether or not to re-up Limebike. Limebike would like to add some scooters, though Kelly pointed out that that idea is meeting some resistance. Pleasant Hill to remove bike shares from the agenda and resume the conversation in January after the October survey in Walnut Creek.

Committee Member Rpts:

- Down to one member
- Resolution to change TID to City Council Contact Brittany.
- Agenda item for TID committee member
- 1 3 consecutive meetings

Comments:

Kelly handed assessment to each hotel

Katrece:

- Renovation planned for Q4 of 2019
- Parking lot renovation will begin in a couple of weeks.
- October 30th: What I pink about you event

Wence's wine tasting event: Stay Pleasant Hill will provide the glasses

Light up the Night changes:

- 5:00PM to 6:30PM
- Tree will go in Front of Jack's
- Eliminate Vendors

Victoria: Hotel is within 2 months of opening. Job ads will go up on Indeed.com

Meeting Adjourned at 11:09 am

Next meeting: TBD