

**Petaluma Lodging Association  
Board of Directors Meeting  
Minutes for February 6, 2019**

**Present:** Kirk Lok, Pauline Wood, Dustin Groff, Max Childs, Marie McCusker, Colleen Rustad, Carol Mungle  
**Absent:** Marshall Young

**Call to Order/Introductions:** Marie McCusker

**Public Comment:** None

**Consent Items:** None

**Information Items:**

1. Installation of Officers

The following positions were unanimously approved. These officers will be signers on the bank account.

Kirk Lok – Chair  
Dustin Groff – Vice Chair  
Max Childs – Treasurer/Secretary

2. PTID Assessments

**Carol Mungle**

Mungle & Associates will do the PLA bookkeeping including writing checks, reconciling, reporting and assisting the CPA at year end. The letter that was sent to the PLA was distributed. First collection of the PTID will be February 15, 2019. A bank account will be opened. The PDA will contract with Mungle & Associates for PVP services.

Action Items:

- Make sure lodging has Mungle contact info: [carol@cmungle.com](mailto:carol@cmungle.com)  
Office: 707.778.1716; Cell: 707.695.4636
- Track down KOA assessment that was sent to the city.
- Research any audit requirements for PLA.

3. Brown Act Training

Nathan Hyde from Civitas conducted training via phone conference.

4. Chair / Staff Report

**Marie McCusker / Board**

Bylaws and Owners' Association Agreement (City and PLA) were distributed. Discussion of make up of subcommittee followed. It was determined that all lodging will be invited to participate in the subcommittee. Any recommendations made by the subcommittee are subject to approval by the PLA board. City council member Dave King will be asked to be on subcommittee; board will also consider inviting Sonoma County Tourism staff member. Other members TBD. Subcommittee meeting will meet quarterly prior to the bi-monthly PLA Board meeting. First subcommittee meeting is scheduled for March 25 at 3pm at Hotel Petaluma.

Budget projections were reviewed. It is estimated that marketing funds will not be available until July due to repayments that need to be made. Potential projects for Destination Development funds were discussed.

**Action items:**

- Continue discussion of additional members for subcommittee.
- Solicit ideas for Destination Development.
- Consider who would be a good representative from Sonoma County Tourism for subcommittee and how best to work with SCT to generate maximum coverage for Petaluma.
- Summarize results of hotel survey that PVP sent in September 2018.
- Create Gmail account and include as cc for all PTID correspondence.

**Items for Future Agendas:**

1. Approval of minutes from Feb 6, 2019 Board Meeting.
2. Discuss/Finalize membership of subcommittee.
3. Determine next steps for soliciting ideas for Destination Development programs.
4. Determine next steps for maximizing Petaluma coverage with Sonoma County Tourism.
5. Develop mission statement for PLA.
6. Other items as submitted prior to Thursday, April 4 at noon.

**Adjournment of meeting:**

**Unanimous by Board**

**Next Meeting: April 10 at 3pm at Hotel Petaluma**