

Petaluma Lodging Association Board of Directors

Meeting Agenda

Wednesday, August 21, 2019

3:00pm

Hotel Petaluma, 205 Kentucky Street, Petaluma 94952

We welcome public comment regarding any subject not on the agenda during the time identified for "Public Comment". All matters requiring a response will be forwarded to staff. Presentations made under "Public Comment" are normally restricted to three (3) minutes in length per meeting unless the Chairman specifically authorizes additional time. If you have special needs because of a disability that makes it difficult for you to participate in the meeting, or you require assistance or auxiliary aids to participate in the meeting, please contact Marie McCusker at (707) 762 9348 or marie@petalumadowntowntown.com by at least noon the day preceding the meeting. We will attempt to accommodate your disability. Materials related to open session items on this agenda that are submitted to the Board or Committee after distribution of the agenda packet are available for public inspection during normal business hours at the Petaluma Visitors Center, 210 Lakeville Street, Petaluma, 94952

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| 1. Meeting call to order | Kirk Lok |
| 2. Roll Call | Marie McCusker |
| 3. Public Comment (limit individual comments to three minutes) | |
| 4. Approval of minutes from April 10, 2019 meeting | Kirk Lok |
| 5. Financial Update and review updated budget projection | Marie |
| 6. Chair /staff report | Chair/Marie |
| 7. Replace treasurer position held by Max Childs;
confirm Pauline Wood as secretary | Chair /Board Members |
| 8. Advisory Committee (formerly Subcommittee) discussion:
Responsibilities, members and meeting date | Chair/Board Member |
| 9. Madden Media: selection process & marketing plan | Marie McCusker |
| 10. Update on Destination Development (17% dedicated funds) | Marie McCusker |
| 11. Mission statement discussion | Marie/Board Members |
| 12. Board member announcements | Chair /Board Members |
| 13. Set next meeting date and permanent calendar | Chair /Board Members |
| 14. Adjourn | |