

Petaluma Lodging Association
Board of Directors Meeting
Minutes for April 10, 2019

1. Call to Order/Introductions:

Marie McCusker

2. Roll Call:

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

3. Public Comment: None

4. Approval of Minutes: The February 6, 2019 Board Meeting minutes were unanimously approved.

5. Financial Update:

Marie McCusker

- There is one hotel that has not paid the assessment for January and February. They will still be responsible for paying the February assessment. Marie will contact them.
- The City has agreed that rent for the PVP will not be raised to market value and will not be responsible for paying for maintenance of the public restrooms at the Visitors Center.
- The \$19,000 owed to the City can be paid back over a 12-month period beginning July 1, 2019.
- Marie will update the budget projection spreadsheet.
- Loans made by hotels and PDA to cover the cost of the formation of the PTID will be paid back by June 30, 2019 so that when the transition period has ended and the PLA is fully funding the services, that there will be a “clean slate.”

6. Chair / staff report

Chair / Marie

- a. City Agreement and Expectations
 - A restricted fund will be created and \$5,000 from the PLA will be held in it to cover the cost of going after non-collections.
 - Hotels will only see the assessment total and not assessment per hotel.
- b. PDA / PTID contracts for Petaluma Visitor Center services was approved unanimously.
 - The Agreement for Services was signed by PLA Board chairman Kirk Lok and PDA Executive Director Marie McCusker. Marie will send a signed copy to Kirk.
 - The Agreement for Administrative Services was signed by PLA Board chairman Kirk Lok and PDA Executive Director Marie McCusker. Marie will send a signed copy to Kirk.

7. Subcommittee Membership & Meeting Date

Chair / Board Members

- Recruit representation from other hotels (in addition to PLA Board members), food, film, beer, wine, agriculture, SMART, and PDA.
- Sonoma County Tourism VP of Marketing Todd O’Leary has confirmed that he will be on the subcommittee.
- Meeting date tentatively set for May 15 at 3pm at Hotel Petaluma. Confirm that Todd can attend and the let PLA Board members know.

8. Destination Development

Marie McCusker

- The 17% dedicated funds will be used to fund signage / beautification / Downtown Streets Team.
- City Manager Peggy Flynn is familiar with the Downtown Streets Team. Marie will continue to work with her to identify next steps.

9. Mission Statement

Marie / Board

- Mission statements from other DMOs were reviewed. PVP staff will compile three options for review at the next board meeting.

10. Board member announcements

Board Members

- Max Childs has submitted his resignation from the Hampton Inn and will be leaving at the end of the month. He will discuss becoming a PLA board member with his replacement.
- On behalf of the Board, Chairman Kirk Lok expressed his appreciation for the contribution Max has made in the formation of the PTID.
- Pauline Wood will serve as secretary and interim treasurer and will become signer.
- Marshall Young from Sheraton has not participated on the Board; Kirk will contact general manager Michael Trillo to ask if he will sit in his place.

11. Next Meeting: June 12 at 3:00pm at Hotel Petaluma

Board Members

12. Meeting Adjourned

Unanimous by Board Members

Action Items for June 12 Meeting:

- Approve minutes of April 10, 2019 meeting.
- Replacement for treasurer position held by Max Childs.
- Review updated budget projection spreadsheet / financial update.
- Follow up / discussion from May 15 Subcommittee Meeting.
- Update Destination Development programs.
- Review / approve mission PLA statement.
- Set next meeting date.
- Other items as submitted prior to Thursday, June 6 at noon.