

Petaluma Lodging Association Board of Directors

Meeting Agenda

Wednesday, November 20, 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 August 21, 2019 meeting | Kirk Lok |
| 5. Financial Update and review updated budget projection | Marie |
| 6. Chair /staff report | Chair/Marie |
| 7. Marketing update:
Madden Media, social media, website & video | Marie |
| 8. Advisory Committee discussion:
Responsibilities, membership & meeting date | Chair/Board Members |
| 9. Destination Development update (17% dedicated funds) | Marie McCusker |
| 10. Mission statement discussion | Marie/Board Members |
| 11. Board member announcements | Chair /Board Members |
| 12. Set next meeting date | Chair /Board Members |
| 13. Adjourn | |