

Petaluma Lodging Association
Board of Directors Meeting
Minutes for August 21, 2019

1. Call to Order/Introductions:

Marie McCusker

2. Roll Call:

Present: Kirk Lok, Pauline Wood, Dustin Groff, Gary Sterman, Michael Trillo,
Marie McCusker, Colleen Rustad
Absent: Marshall Young

3. Public Comment: None

4. Approval of Minutes: Minutes from April 10, 2019 Board Meeting were approved.

5. Financial Update:

Marie McCusker

- The projections were based on what would be typical for typical for 12-month period. It will be easier to predict next year's budget because there will be a full year's history of revenue from Hotel Petaluma and Hampton.
- Kirk believes that assessments will exceed the City's projection of \$600k. However, many Sonoma County hotels are experiencing a softening.
- Marie will work with Carol Mungle to rename / designate budget line items (see Action Items for detail).

6. Chair / staff report

Chair / Marie

- The hotels will give the PVP a discount code so that guests booking rooms through the Visitors Center staff will benefit. Real time availability can be checked online.
- The PVP will provide a quarterly report to the PLA Board.
- Target audiences to be considered in marketing plan: sports organizations, SF visitors taking the ferry to Larkspur Landing and then traveling on the SMART train, destinations that have direct flights to Santa Rosa Airport, Sonoma Raceway.

7. Board positions

Chair / Board Members

- Pauline Wood was voted in as Secretary.
- Gary Sterman was voted in as Treasurer.
- Pauline Wood and Gary Sterman to be added as signatories.
- Kirk will talk to Sheraton owners regarding having Michael represent them.

8. Advisory Committee

Chair / Board Members

- Keep as agenda item for next Board meeting. Discuss responsibilities and membership.

9. Digital marketing agency – Madden Media

- Marie presented the selection process that began in September 2018.
- Madden Media’s overview and marketing plan was presented.
- The PLA Board would like to meet the Madden team during their in-market visit on September 4. Meeting tentatively planned for 10am at the Hampton Inn.

10. Destination Development

Marie McCusker

- Marie recently met with the Downtown Streets Team, COTS and City Manager.
- The DST program could possibly be funded by a combination of grants, City money, BID and PLA Destination Development.
- Kirk suggested that there may be an opportunity to use a portion of the funds for grants for non-profit events that generate overnight stays.

11. Mission Statement

Marie / Board

- Mission statements from other DMOs and options for Petaluma will be sent to PLA for their input.

12. Board member announcements

Board Members

- There was discussion surrounding the PG&E shutoffs and how those might affect the hotels. In depth discussion of fire/evacuation policy will be put on a future agenda.

13. Next meeting: October 23 at 3:00pm at Hotel Petaluma

Board Members

14. Meeting adjourned

Action items:

- Review updated budget projection spreadsheet / financial update. Budget should reflect:
 - Rename “Fees to City” to “Destination Development”
 - Show “Delinquency Retention Fund” of \$5,000
 - Show 4% Contingency/Reserve Fund
- Colleen to follow up with hotels to get discount code for Visitors Center front staff.
- Colleen to send mission statement options to PLA Board.
- Kirk will talk to ownership of Sheraton about having GM Michael Trillo represent the property.
- Marie to find out from Exchange Bank how to add Pauline and Gary as signers.
- PVP to create quarterly report.
- Submit any items for the October 23 agenda prior to Thursday, October 17 at noon.

Recurring agenda items:

- Approval of minutes from prior meeting.
- Advisory Committee responsibilities and membership.
- Destination Development programs.
- Update budget projections.
- Set next meeting date.