

Petaluma Lodging Association
Board of Directors Meeting
Minutes for November 20, 2019

1. Call to Order/Introductions:

Kirk Lok

2. Roll Call:

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

3. Public Comment: None

4. Approval of Minutes: Minutes from August 21, 2019 Board Meeting were approved.

5. Financial Update as of Sept. 30:

Marie McCusker

- The budget now shows a \$5,000 Delinquency Retention Fund in case of legal action.
- The budget is expected to reach the projected \$660,000.
- Kirk reported that there are 6,400 rooms in Sonoma County. That number is expected to increase by about 20% in the next year or two. For that reason, Kirk recommends only increasing the budget by 1%.

6. Chair / staff report

Chair / Marie

- Discussion centered around the effect that the Kincadee fire and power outages had on lodging. No Petaluma hotels lost power. One of the biggest concerns is how to keep services going at the hotel when employees have been impacted by an emergency. Pauline offered that their property has 27 staffing units available that could be used to house employees. Kirk reported that the County will do an audit to help determine some strategies for hardening a business to reduce vulnerability in crisis.

7. Marketing update

Marie

- PVP report: the first quarter report was distributed.
- Social media: there has been significant growth since Michelle Lacy took over as social media vendor in September 2019. Particularly notable is the 35% increase in Instagram followers.
- Madden Media: SEO, impressions and CTR were reviewed for the first two months of the contract. Dustin asked for detail about the budget and CPC.
- The board was shown the re-edited video that is on the homepage of VisitPetaluma.com.
- The board felt that marketing questions need to be addressed in a separate meeting. All PLA Board members would like to be part of the marketing meeting. The Board will review Madden's report in depth and bring questions to a marketing meeting set for December 10 at 3pm at Hotel Petaluma.

8. Advisory Committee

Chair / Board Members

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

9. Destination Development

Marie McCusker

- Marie recently met with the City Manager who seems to be supportive of the Streets Team. She expressed the opinion that a healthy core benefits the entire city.
- Pauline asked whether the funds could be used to support hospitality staff with education, child care or health care.
- Kirk asked if the funds could be used for different purposes each year or seed money to launch a program.
- City council member's preferences for using the funds are not fully known.
- The suggestions for the funds were reviewed in light of the designated purpose of outlined in the Owners Agreement between the City and the PLA.

10. Mission Statement

Marie / Board

- Keep as agenda item for next Board meeting.

11. Board member announcements

Board Members

- Gary has been added as a signer. The form was given to Dustin and Kirk to sign. Pauline will stop by Exchange Bank to complete the paperwork.

12. Next meeting: January 15, 2020 at 3:00pm at Hotel Petaluma

Board Members

13. Meeting adjourned

Action items:

- Review mission statements at next board meeting.
- Request more detail from Madden Media regarding SEO and PPC budget.
- Submit marketing questions for December 10 meeting by Friday, December 6.
- Submit agenda items for January 15 meeting by Friday, January 10.

Recurring agenda items:

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