

**Petaluma Lodging Association**  
**Board of Directors Meeting**  
**Minutes for January 15, 2020**

**1. Call to Order/Introductions:**

**Kirk Lok**

**2. Roll Call:**

Present: Kirk Lok, Pauline Wood, Dustin Groff, Gary Sterman, Michael Trillo,  
Marie McCusker, Colleen Rustad; Assistant City Manager Brian Cochran  
Absent: Marshall Young

**3. Public Comment:** None

**4. Approval of Minutes:** Minutes from Board Meeting on November 20, 2019 were approved.

**5. Financial Update as of November 30, 2019**

**Marie**

- The budget is expected to exceed the projected \$600,000 for this time frame and reach \$620,000.
- Kirk commented that the projected increase in rooms in Sonoma County will make it a challenging to budget; we should not be overly optimistic. He expects to see growth in TOT but reduced occupancy due to more room inventory. He suggests looking at fixed and variable costs with to see if any variable costs could be reduced/eliminated.
- Marie is meeting with Carol Mungle to submit the P&L for budgeting. They will take into consideration when the Hampton Inn and Hotel Petaluma completed their renovation/construction so that they project an increase in revenue.

**6. Chair / staff report**

**Chair / Marie**

- Annual report to the City Council should be done in February. Brian said that the council would be interested in getting demographic information, info on length of stay (if available), budget and advertising results.

**7. Marketing update**

**Marie**

- Madden Media's January report was reviewed. Approximately \$80,000 has been budgeted for the six-month contract that will end at the end of February, 2020. Madden is preparing options and priorities to be considered going forward.
- The board emphasized the importance of generating overnight stays, not just visit.
- We want to look at major events in surrounding areas to see how Petaluma can leverage those to encourage people to extend their stay in Petaluma.
- Kirk keeps a master calendar of events. He said he would share that with us.
- Any information that the hotels can provide about their guests will help us prioritize our marketing.
- The PVP encourages the hotels to share our social media and website stories.

## **8. Destination Development**

**Marie McCusker**

- There was discussion about the use of the DD funds for the Downtown Streets Team. The proposal will be brought to the Council on January 27; the DD funds are part of a package of funding sources including BID funds and city funding.
- There was concern that the DST does not directly address the issues (such as wear and tear on city streets) that are a result of tourism.
- A motion was made to support using the DD funds to support the program for the first year and evaluate it thereafter. The motion passed.

## **9. Mission Statement**

**Marie / Board**

- Board members provided feedback on mission statement options and that will be reviewed at the next meeting.

## **10. Board member announcements - None**

**Board Members**

## **11. Next meeting:**

- Wednesday, March 11, 2020 at 3:00pm at Hotel Petaluma
- A marketing meeting should be scheduled prior to presenting the Annual Report to the City Council in February.

## **12. Meeting adjourned**

### **Action items:**

- Develop estimated budget. (Marie/Carol)
- Send PLA January Madden Media report, so-fi video and links to website stories. (Colleen)
- Ask Kirk for event calendar. (Colleen)
- Ask hotels for demographic data that they can provide about their guests. (Colleen)
- Get PLA Annual Report presentation on agenda for a February City Council meeting. (Marie)
- Schedule PLA Marketing Meeting for early-mid February to discuss/review Annual Report (Kirk/Marie/Colleen)
- Develop mission statement based on board members feedback from January meeting. (Colleen)

### **Recurring agenda items:**

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