

Petaluma Lodging Association
Board of Directors Meeting
Minutes for March 11, 2020

1. Call to Order/Introductions:

Kirk Lok

2. Roll Call:

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

3. Public Comment: None

4. Approval of Minutes: Minutes from Board Meeting on January 15, 2020 were approved.

5. Financial Update as of November 30, 2019

Marie

- January to December of 2019 generated approximately \$620,000; that was without the Hampton Inn and Hotel Petaluma fully operational for the first four months of the year.
- Although a financial statement showing revenue to date for 2020 was not available, the projected assessed fees for 2020 is \$673,000. After the 4% reserve, 3% city administration fee, and Destination Development funds are deducted, the estimated budget for 2020 is approximately \$510,000.

6. Chair / staff report

Chair / Marie

- Annual report: The report will be presented at a City Council meeting. Marie has requested options for dates from the City Clerk that the PLA can be on the agenda. Once date has been set, we will schedule a meeting to review/edit report and discuss presentation of report to City Council.
- Tenure of Board: The PLA Bylaws state that that initial members of the Board shall serve for staggered terms of one or two years. As of January 2020, the PLA has been in existence for one year; consequently, elections need to be held for two board positions. The two positions that will be up for election are the seat held by Kirk Lok and the Sheraton.
- Annual general meeting: The election of board directors is to be held at the Annual Meeting.
- Future Board Meetings: It was agreed that all hoteliers should be invited to PLA board meetings.

7. Marketing update

Marie

- Madden Media: Their initial contract ended February 29, 2020. The SEM was continued through the end of March. Per Marie, it is important to build on our relationship with Madden Media and retain continuity. Madden sent two options for going forward: to name

Madden as our agency of record (\$300,000) or continue working with them on digital campaigns with a 12-month contract (\$150,000).

By June 30, 2020, we will have recorded a full year of income for all hotels and will have a clearer budget estimate. The consensus of the Board is to take a conservative approach; the Board approved a six-month contract with Madden Media for \$60,000 with the hope that that amount could be increased for the second half of the year.

- The board emphasized that during the Coronavirus concern, our messaging should focus on our outdoor activities.
- 2020 Visitor Magazine: in production with an estimated delivery date of early April
- TravelZoo: Visit Petaluma is participating in a Sonoma County Tourism spring co-op campaign that includes native advertising on TravelZoo. Colleen will be reaching out to hotels for special offers for a landing page on VisitPetaluma.com. Hotels can have it link to their website or booking site.
- Research: more data is needed on how the hotels are doing so that we can more accurately budget. Kirk suggested that there might be an opportunity to do a co-op with Sonoma County Tourism for the STR report. Visit Petaluma will also get costs for purchasing the report.

8. Destination Development

Marie McCusker

- Downtown Streets Team: the program was unanimously approved by the City Council. It will begin ramping up April 1 with an estimated start date of mid-May.
- DST is in need of meeting space for their team meetings. Dustin offered that Hotel Petaluma might be available; Marie will connect with him to follow up.

9. Mission Statement - Approved

Marie / Board

- *The mission of the PLA is to promote overnight travel and tourism through marketing and partnerships, thereby enhancing Petaluma's prosperity for the benefit of our community.*

10. Board member announcements

Board Members

- Industry program: Kirk suggested that the PLA look at the 4% reserve funds to see if there is a program that the PLA could implement that would support the hotel industry.
- There are potentially three new hotels: The Petaluman, Marriott, and Hilton Extended Stay.

11. Next meeting:

- Wednesday, May 13, 2020 at Hampton Inn (combined AGM and board meeting). AGM will be at 12:00pm with lunch; followed by board meeting at 1:00pm.

12. Meeting adjourned

Action items:

- Update budget with 2020 numbers. (Marie/Carol)
- Determine date that the Annual Report will be presented to the City Council. (Marie)
- Once we know when the Annual Report will be on the City Council agenda, schedule PLA Marketing Meeting to discuss/review Annual Report and presentation to the City Council. (Board/Marie/Colleen)
- Solicit nominations for board and create ballot to be sent in advance of Annual Meeting. (Marie)
- Solicit special offers for TravelZoo for SCT Spring Co-op. (Colleen)
- Invite all hoteliers to May board meeting and all future board meetings. (Colleen)
- Consider programs funded by the 4% reserve that could support the lodging industry. (Kirk)
- Discuss sharing or doing a co-op for STR report with Claudia at Sonoma County Tourism. (Kirk and Dustin)
- Research cost for Petaluma to purchase STR report. (Colleen)

Recurring agenda items:

- Approval of minutes from prior meeting.
- Destination Development program update.
- Update budget projections.
- Set next meeting date.