

PETALUMA LODGING  
ASSOCIATION

**Board of Directors Meeting**  
**Minutes for July 15, 2020**  
**Meeting held via Zoom**

- 1. Call to Order/Introductions:** **Kirk Lok**
  
- 2. Roll Call:**
  - Present: Kirk Lok, Dustin Groff, Gary Sterman, Pauline Wood, Marie McCusker, Colleen Rustad; Kelly Bass Seibel – Director of Community Engagement for Sonoma County Tourism
  - Absent: Marshall Young
  
- 3. Public Comment:** Kelly from SCT reported that their budget has been cut from \$8 million to \$5 million.
  
- 4. Approval of Minutes:** Minutes from Board Meeting on March 11, 2020 were approved.
  
- 5. Financial Update** **Marie**
  - In January 2020, \$35,000 was collected.
  - February 2020 had a 42% increase in YOY collections.
  - The County shut down on March 17, 2020 due to Covid-19; collections for March were down by 36%.
  - April 2020 YOY collections were down 81%.
  - May through June 2020 collections are still coming in; it is estimated that they will be down by approximately 60%.
  - Estimations for the fall is that revenue will be down by 50%.
  - Kirk reported that the Quality Inn is experiencing a reduction in the ADR. STR reports that Sonoma County rev par is down 64%.
  - Pauline from the KOA reported that they are keeping their extended stay guests through summer which will affect their revenue. They have kept their rate the same. Cabins are being converted to offices for the extended stay guests.
  - Gary from the Hampton Inn reported that they have recently had an uptick in occupancy attributable to the Sonoma Horse Park event.
  - Dustin from Hotel Petaluma said that so far July occupancy has been similar to June and they are hoping to not see a decline.

**6. 2019 PTID Annual Report review**

**Chair / Marie**

- The Annual Report will be presented to the City Council via Zoom at the meeting on Monday, July 20.
- We have been allocated 10 minutes to present.
- Kirk will talk about slides 4 through 8; Gary will talk about slides 29 through 31.
- Kelly was asked to see if SCT had any visuals showing the forecast for the tourism industry.
- It was suggested that a slide be added with an overview of our response to Covid-19.

**7. Next Meeting Date**

**Marie**

The next meeting is scheduled for September 16 at 3pm. It will be determined as we get closer if it will be held via Zoom.

**8. Meeting adjourned**

**Action items:**

- Update Annual Report Powerpoint slides for July 20 presentation. (Marie/Colleen)

**Recurring agenda items:**

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