

PETALUMA LODGING  
ASSOCIATION

**Board Meeting Agenda**

Wednesday, November 18, 2020

3:00pm

Consistent with Executive Order No. N-29-20 from the Executive Department of the State of California and the Sonoma County Health Official Orders No. C19-03 and C19-05 the Petaluma Lodging Association meeting will not be physically open to the public and all members will be teleconferencing into the meeting via Zoom:

How to Observe and/or Participate. To maximize public safety while still maintaining transparency and public access, members of the public can observe and/or participate in the meeting by visiting:

**MEETING LINK** Join Zoom Meeting

<https://zoom.us/j/95559571022?pwd=TW5GcVpGRkd3V0hrY3lPRVpuY3Y3dz09>

Meeting ID: 955 5957 1022

Passcode: 405435

One tap mobile

+16699006833,,95559571022#,,,,,0#,,405435# US (San Jose)

How to Submit Public Comment: Members of public may provide written public comment by emailing comments to the Executive Director Marie McCusker ([marie@petalumadowntown.com](mailto:marie@petalumadowntown.com)) up to two hours prior to the meeting start. Comments will then be read into the record, with a maximum allowance of 3 minutes per individual comment, subject to the Chair's discretion. All comments should be a maximum of 350 words, which corresponds to approximately 3 minutes of speaking time.

How to Speak Live at a Meeting: Members of the public may address the PLA during the teleconference meeting. To address the PLA during the live meeting, please use this link to join the teleconference meeting:

<https://zoom.us/j/95559571022?pwd=TW5GcVpGRkd3V0hrY3lPRVpuY3Y3dz09>

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| 1. Meeting call to order                                       | Kirk Lok              |
| 2. Roll Call   | Marie McCusker        |
| 3. Public Comment (limit individual comments to three minutes) |                       |
| 4. Approval of minutes from September 23, 2020 meeting         | Board members         |
| 5. Financial update  | Marie                 |
| 6. Sonoma County Tourism Partner Report                        | Marie                 |
| 7. Marketing update  | Colleen               |
| 8. Board member announcements                                  | Chair / Board Members |
| 9. Set next meeting date                                       | Chair / Board Members |
| 10. Adjourn  |                       |