

PETALUMA LODGING  
ASSOCIATION

**Board Meeting Agenda**

Wednesday, January 20, 2021

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:

**ZOOM MEETING LINK:** <https://zoom.us/j/92680396234?pwd=UWtCS0NSUjUrQ0FkSXh5STJQUkRidz09>

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 the meeting link shown above.

- |  |                       |
|--|-----------------------|
| 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 November 18, 2020 meeting          | Board members         |
| 5. Financial update  | Marie                 |
| 6. Marketing update:   | Colleen/Marie         |
| • SCT Fall Co-op program report                                |                       |
| • Madden Media December report                                 |                       |
| 7. Board member announcements                                  | Chair / Board Members |
| 8. Set next meeting date                                       | Chair / Board Members |
| 9. Adjourn   |                       |