

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for September 23, 2020
Meeting held via Zoom

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

2. **Roll Call:**
 - Present: Kirk Lok, Dustin Groff, Gary Sterman, Pauline Wood, Marshall Young
Marie McCusker, Colleen Rustad

 - Absent: None

3. **Public Comment:** None

4. **Approval of Minutes:** Minutes from July 15, 2020 Board Meeting were approved.

5. **Financial Update as of August 31, 2020** **Marie**
 - Revenue in July and August was higher than expected which will offset some of the losses experienced from April through June due to Covid.
 - All of the part-time PVP staff are on unemployment; Colleen's hours are reduced 25%.
 - Marie applied for the Payroll Protection Plan and emergency grant so all steps that can be taken to maintain steady funding are being taken.
 - One lodging property is behind paying their assessment. It was suggested that Kirk follow up with them.
 - The Downtown Streets Team program (partially funded by the destination development budget allocation) is operational.

6. **Marketing Update** **Colleen / Marie**
 - Madden Media contract – In August, the PVP signed a seven-month contract for digital campaigns. The prospecting and video distribution campaigns were paused on August 19 due to fire and poor air quality. SEM, Google Remarketing and Facebook Remarketing remained live. The prospecting and video distribution campaigns were restarted on September 15. We also reported on the addition of Jeff Burghardt to our Madden team and plans to support lodging through direct booking which Kirk advised increases guest loyalty. More information to follow. PVP to find out what platform will be used for booking.
 - Other marketing components were reviewed including website visitor stats, Sonoma County Tourism Fall Co-op campaign components (TravelZoo, VIA magazine spread, email newsletter), social media and ongoing efforts including maintenance of the Visitors Center, project management for grant funds (landscaping and handrail), visitor magazine mailings, journalist inquires, and website updates (pumpkin patches, outdoor dining, events). It was suggested that a page on educational travel be added to the website.

7. Board Member Announcements

All

- Hotel Petaluma general manager Dustin Groff announced that he will be stepping down from the board and hotel to take a position in a different industry. On behalf of the entire board, Chairman Kirk Lok thanked Dustin for his leadership in the formation of the PTID and valued insights throughout his time on the PLA board. Shannon Kremer will be moving up to take the GM position at the hotel.
- Board members gave updates on their property:
 - Hampton Inn: very little leisure travel; heavily business travel.
 - Quality Inn: weekday demand is stronger than weekends.
 - Hotel Petaluma: weekend demand is greater than weekdays; they are seeing a lot of traveling nurses and coast guard families. They are also doing a TravelZoo promotion independent of the SCT co-op program.
 - Sheraton: weekend demand is 10-20% than weekdays.
 - KOA: lodges are doing well on weekends; cabins not selling as well due to shared bathrooms. They will be blocking off tenting during election.
- Pauline asked what the procedure is for using vouchers. She also reported that they have 27 units of housing available if other hoteliers need it to house staff during an emergency.

8. Next Meeting Date

Marie

The next meeting is scheduled for November 18 at 3pm. It will be determined as we get closer if it will be held via Zoom.

9. Meeting adjourned

Action items:

- Determine what procedure is for replacing Dustin on the board. Can Shannon take his place? (Marie/Colleen)
- Follow up with lodging that is delinquent in paying their assessment. (Kirk)
- Add educational page to website. (Colleen)
- Ask Madden Media what the platform they will be using for direct booking and get more info on the program. (Colleen)
- Get additional information about how vouchers are used. (Marie)

Recurring agenda items:

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