

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for November 18, 2020
Meeting held via Zoom

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

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

- 3. Public Comment:** None

- 4. Approval of Minutes:** Minutes from September 23, 2020 Board Meeting were approved.

- 5. Financial Update as of October 31, 2020** **Marie**
 - Revenue for the year overall is down approximately 50%. The largest drop in revenue was in April (down 80%). Occupancy improved from June through September (down 30%).
 - One lodging property is behind in paying their assessment. Kirk doesn't want the PLA to be in the position of doing collections. Marie will ask the City Finance Director (and cc City Manager and Economic Development) to enforce contract collection.

- 6. Sonoma County Tourism Partner Report** **Marie**
 - SCT created a report documenting the program components administered by Sonoma County Tourism during 2019 and through June 2020 that highlight Petaluma.
 - SCT plans to deliver this report annually at a minimum but we can also request it to be done bi-annually.
 - Kirk reported that he asked SCT if they can do Dean Runyon tourism impacts on each city so that we can compare and contrast Petaluma with other cities.
 - Kirk has also requested that SCT show quarterly true revenues (ROI) for Petaluma.
 - It was suggested that Visit Petaluma create storylines for what makes Petaluma distinctly unique and give them to SCT.

- 7. Marketing Update** **Colleen / Marie**
 - Madden Media – The October Madden Media digital report was reviewed.
 - Madden delivered 3,477 users to your site last month, a total of 82,396 to date.
 - The average CTR is 3.67%.
 - GDN Remarketing delivered 166,166 impressions with a 0.43% CTR.
 - GDN Prospecting remained paused due to COVID and Nor Cal fires - this has now started back up with revised Fall Banner Ads.
 - Facebook Remarketing delivered 2,965 clicks with a 2.28% CTR.

- Other promotional opportunities were reviewed including Santa's Riverboat Cruise, lighted boats, opening of Small Craft Center in 2021, and sports fields attracting out-of-area visitors.

8. Board Member Announcements

All

- The new Hotel Petaluma general manager Shannon Kremer has agreed to take Dustin Groff's position on the board.
- Pauline Wood was approved to replace Dustin Groff (former Hotel Petaluma manager) as a signatory on the Exchange Bank account (Kirk and Gary are already signers; checks require two signatures). Carol Mungle will contact board members when checks need to be signed.
- Board members gave updates on their property:
 - Hampton Inn: Experiencing a lot of same day bookings.
 - Quality Inn: Travel typically drops off dramatically after Veterans Day. Consultants and service workers are their primary guests. Kirk stated that 25-30% of all bookings are done through OTAs. Kirk also reported on the proposal to increase TOT in the West County to 4% which will have a negative impact on lodging.
 - KOA: Experiencing more last-minute bookings. Good availability mid-week. Pauline reported on her positive experience attending a virtual conference and that this may be the wave of the future.

9. Next Meeting Date

Marie

The next meeting is scheduled for January 20, at 3pm. It will be determined as we get closer if it will be held via Zoom.

10. Meeting adjourned

Action items:

- Have Shannon Kramer sign Confidentiality and Non-Disclosure statements. (Marie/Colleen)
- Pauline to get set up as signatory at Exchange Bank. (Marie)
- Contact City finance director (and cc City Manager and Econ Dev) to enforce lodging property non-payment. (Marie)
- SCT to report back to Kirk regarding feasibility of producing a Dean Runyon report for Petaluma. (Kirk)

Recurring agenda items:

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