

PETALUMA LODGING
ASSOCIATION

Board Meeting Agenda

Wednesday, March 17, 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: Join Zoom Meeting

<https://zoom.us/j/99007884623>

Meeting ID: 990 0788 4623

One tap mobile

+16699006833,,99007884623# 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) 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.

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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 January 20, 2021 meeting | Board members |
| 5. Financial update | Marie |
| 6. Marketing update: | Colleen/Marie |
| • Madden Media update | |
| • SCT Co-op program opportunities | |
| 7. Brian Barnacle – Vice Mayor City of Petaluma | |
| 8. Board member announcements | Chair / Board Members |
| 9. Set next meeting date | Chair / Board Members |
| 10. Adjourn | |