

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for January 20, 2021
Meeting held via Zoom

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

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

 - Absent: Marshall Young

- 3. Public Comment:** None

- 4. Approval of Minutes:** Minutes from November 18, 2020 Board Meeting were approved.

- 5. Financial Update as of December 31, 2020** **Marie**
 - Revenue for 2020 was down about 40% from 2019; this was slightly better than was forecast.
 - Marie will be meeting with Carol Mungle to estimate 2021 budget although predicting revenue is difficult because it is uncertain when Sonoma County will move out of the purple tier.
 - Marie will discuss ongoing funding for the Downtown Streets Team with the City since the PLA commitment for Destination Development funds was only for the first year.

- 6. Marketing Update** **Colleen / Marie**
 - Madden Media – The December Madden Media digital report was reviewed.
 - Madden delivered 3,578 users to our site last month, a total of 27,223 for FY to date.
 - SEM average CTR is 3.72%.
 - Top AdGroups are Things to Do, Visit, and Outdoors.
 - With the “Stay-at-Home” restriction going into effect, the decision was made to pause all campaigns (Google remarketing and prospecting, FB/IG remarketing and prospecting, and FB video distribution) effective December 15 except for SEM and the Facebook leads campaign (to generate Visitor Magazine requests).
 - The images from the November 4 photo shoot are being used to develop evergreen creative and build out smaller campaigns throughout the year. The objective is to have the creative ready to launch when the restrictions (including leisure travel and outdoor dining) are lifted.
 - The digital strategy will be changed to a max conversion strategy instead of max clicks. This targets people with a high intent.
 - Madden has been flexible about billing terms and extending the length of the current six-month contract (November 2020 through April 2021).

- Sonoma County Tourism Fall Co-op Program Report for Petaluma
 - Campaign was originally scheduled to launch March of 2020 but was delayed until September due to Covid and fires.
 - The PVP made a \$5,000 investment which included: print ad in VIA Magazine (4.1 million subscribers) and endemic native advertising on TravelZoo plus three emails to 500,000 frequent travelers with interest in Sonoma County.
 - Endemic native open rates: 13% vs 8-10% benchmark; Click Rate: 8.1% vs 5-9% benchmark.
 - Email open rate: 23.2% vs 10-15% benchmark; Click Rate: 2.3% vs 0.5-1.0% benchmark.
 - Media value was \$34,242 giving the campaign a 6:85:1 ratio for Return on Ad Spend.
 - Hotel Petaluma reported that it generated 22 room nights and \$2,800 in revenue.
 - MMGY stated that it was one of the best performing campaigns of the year.
- Event Tourism
 - The PDA is looking at dates in September for the Butter & Egg Days Parade and Antique Faire. The PDA board is also discussing producing a River Festival.
 - Kirk suggested checking with sports organizations regarding when they are bringing tournaments and how we can work with them.
- Shop Petaluma e-Gift Card: Marie reported on the successful launch of the card; 650 cards were purchased totaling almost \$23,000 that will be used at local merchants and service providers. She encourages hotels to sign up to accept the gift cards; they will be able to offer specials.

7. Board Member Announcements

Board Members

- Shannon Kremer said that Hotel Petaluma will remain closed through February 2021.
- With the opening of two hotels in Rohnert Park and the Marriott in Petaluma, Kirk Lok estimates a 20% increase in room supply.
- The question was raised regarding the opening date and meeting facilities of the Petaluma Marriott. Gary Sterman will check with the Hampton Inn owner and report back.
- Kirk suggested discussing a campaign targeting weddings with the Madden team. He also believes that outdoor recreation will continue to be strong message to attract visitors and that there is a potential audience for sports groups bringing tournaments to Petaluma.
- Board members gave updates on their property:
 - Hampton Inn: The booking window is very short; about 2-3 days; guests are primarily essential workers. OTAs are not doing a good job of filtering guests who meet the current restrictions. Gary expects that spring weddings will be moved; they are getting inquiries for blocks of rooms in August or later.
 - Quality Inn: Guests are essential workers or people who are self-quarantining; they discourage leisure tourism. They are getting some calls about booking rooms for weddings. Barrel Tasting and has moved to Memorial Day and Bottle Rock to Labor Day. They expect to see increased bookings around those events.
 - KOA: They ask people to sign a form to document that they are essential. They targeted the extended stay market and as a result, their numbers for that category are higher than ever. Overall, the KOA is ending the year flat. School groups are moving to September.

- Forecast – Kirk suggests sending a survey to PTID members about what they are forecasting for 2021.
 - Quality Inn: after experiencing a 40% decline in 2020 from 2019, they are predicting an 8% increase in 2021.
 - Hampton Inn: To date, they have only budgeted for the first quarter of 2021.
 - KOA: The camping industry is experiencing an upturn. To capitalize on this trend, they are increasing their ad budget.
- The KOA and Hampton Inn are hiring.

8. Next Meeting Date

Marie

The next meeting is scheduled for March 17, 2021 at 3pm. It will be determined as we get closer if it will be held via Zoom.

9. Meeting adjourned

Action items:

- Discuss promoting Petaluma as a wedding destination with Madden Media (Marie/Colleen)
- Develop estimated budget and send to the board with meeting minutes (Marie/Carol Mungle)
- Discuss Destination Development funding for 2021 with the City. (Marie)
- Contact the Parks Department to research sports tournaments coming to Petaluma (Colleen)
- Sign up to participate in Shop Petaluma E-Gift Card (Quality Inn, Hampton Inn & KOA)
- Get information on Marriott opening dates and meeting facilities (Gary)

Recurring agenda items:

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