

PETALUMA LODGING  
ASSOCIATION

**Board of Directors Meeting**  
**Minutes for March 17, 2021**  
**Meeting held via Zoom**

1. **Call to Order/Introductions:** **Kirk Lok**
  
2. **Roll Call:**
  - Present: Kirk Lok, Gary Sterman, Pauline Wood, Shannon Kremer, Marshall Young, Vice-Mayor Brian Barnacle, Marie McCusker, Colleen Rustad
  
  - Absent: None
  
3. **Public Comment:** None
  
4. **Approval of Minutes:** Minutes from January 20, 2021 Board Meeting were approved.
  
5. **Financial Update as of March 15, 2021** **Marie**
  - Revenue for 2020 was down approximately 50% as expected.
  - Sonoma County moved out of the purple and into the red tier on March 12. Until it we see how much travel that generates, it will be difficult to forecast the budget.
  
6. **Marketing Update** **Colleen / Marie**
  - **Madden Media**
    - Due to Covid restrictions, we have only had SEM and FB leads running since December 15. SEM is delivering between about 2,500 clicks monthly to our website.
    - Now that Sonoma County has moved into the red tier, the Google display ads were restarted this week with scenic and evergreen “Restore & Explore” message.
    - We will be restarting FB and IG prospecting and remarketing soon. We are in the final stages of approving copy and images.
    - We have mailed out 500 Visitor Magazines to date from the FB lead generation program. W
  - **Sonoma County Tourism** – We are reviewing their digital options including “Visitor Inspiration Guide” and email newsletter to see what level we participate based on budget.
  - **Website** – We continually update the website with info on Covid restrictions, events and activities.
  - **Visitor Magazine** – We are working with Certified Folder on distribution options including Bay Area hotels, CA Welcome Centers and Airports. Magazines continue to be mailed out to requests from the website, CA Visitor Guide, and California Road Trips reader request leads.
  - **Print advertising** – We have reserved space in the SCT Co-op in CA Road Trips for 2021.

## 7. Board Announcements and General Updates

### Board Members

- There will be approximately 25% new supply on the market; the average day rate declined by 25-30%; rev par declined by approximately 60% year-over-year, according to Kirk Lok. He believes it will be a steep climb for the next four years but Petaluma is in a better position because we are a drive market.
- Because OTAs cost 18-20%, the Quality Inn has set up an 800# for direct bookings. They have also implemented a "Good Neighbor" 12% discount. It was suggested that VisitPetaluma.com link to or provide phone number for booking direct.
- The PLA wants to continue to hold Sonoma County Tourism accountable in the resources they allocate to promoting Petaluma.
- There is legislative action pending that would give Visit California \$45 million in recovery funding. Visit Petaluma should investigate if any of that funding can be funneled to the local level.
- Vice Mayor Brian Barnacle wants to be an advocate for tourism; the PLA wants to act as a sounding board. Kirk expressed concern that if TOT is increased, that it taxes visitors who have much less impact on the community than day-trippers. Brian said he is not in favor of more business taxes and has not heard any council member discussion around raising TOT. Measure U was just passed which will help pay down a \$6 million deficit, and improve road conditions, support public works, and police. He can be reached at [bbarnacle@cityofpetaluma.org](mailto:bbarnacle@cityofpetaluma.org)
- The Downtown Streets Team has received additional funding and they are looking to expand with another case worker and add a mobile shower.
- Marie reported that porta-potties have been placed throughout the community.
- Board members gave updates on their property:
  - KOA: Their major market has changed from families to boomers. They are renovating 35 sites and they have not reduced their marketing budget.
  - Sheraton: Many bookings are made withing a 48-72 hour window and consumers are shopping for the lowest rate.
  - Hotel Petaluma: The hotel will reopen April 1.

## 8. Next Meeting Date

### Marie

The next meeting is scheduled for May 19, 2021 at 3pm. It will be determined as we get closer if it will be held via Zoom.

## 9. Meeting adjourned

### Action items:

- Update Visit Petaluma website with direct booking links and/or 800 number and create website post. (Colleen)
- Research if any of the Visit California recovery funding can be directed to Visit Petaluma. (Colleen)
- Reach out to Sonoma County Tourism about their efforts to market Petaluma. (Marie/Colleen)

### Recurring agenda items:

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