

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for September 15, 2021
Meeting held via Zoom

1. Call to Order/Introductions:

Kirk Lok

2. Roll Call:

Present: Kirk Lok, Gary Sterman, Pauline Wood, Shannon Kremer, Gregg Pearson,
Lori Stockman, Marie McCusker, Colleen Rustad, Jeff Schach

Absent: None

3. Public Comment: None

4. Approval of Minutes: Minutes from July 14, 2021 Board Meeting were approved.

5. Emergency Preparedness – Jeff Schach, Coordinator for Petaluma Emergency Response System:

- The key is personal preparedness including having water, food, first aid kit, go bag, and look out for our neighbors.
- The Emergency Operations Center covers all disciplines needed during an emergency: planning, finance, logistics, operations, care and shelter. Electricity is affected during an outage so city sewer and water have to be prepared.
- Hotels are not used for disaster sheltering. There are additional protocols put in place for sheltering during Covid.
- PG&E: There are three ways the power gets shut off:
 - Weather damage to a power line
 - PSPS shuts off specific lines to prevent wildfires and includes hospitals and fire stations.
 - Rolling blackout based on demand. It is important to know what block you are in. Outage block 50 customers share a circuit with a critical facility like a hospital, police station or fire department so they are typically exempt from rotating block outages.Here is the [link](#):

Hampton Inn – 450 Jefferson St, Petaluma, CA 94952 – Block 14i
Quality Inn – 5100 Montero Way, Petaluma, CA 94954 – Block 7c
Sheraton – 745 Baywood Drive, Petaluma, CA 94954 – Block 14i
Hotel Petaluma – 106 Washington St. Petaluma CA 94952 -Block 50
KOA – 20 Rainsville Road, Petaluma, CA 94952 – Block 50

- Flood Plain Map: Per Kirk Lok's request, here is the [link](#).
- Pauline Wood raised the question about RV sewer dump during emergency situations. Jeff Schach responded after the meeting: The closest facility outside of the KOA are in Rohnert Park (gas stations). It is something Ellis Creek will be looking into adding for the future however.

6. Financial Update as of August 31, 2021

Marie reported that August was the first month since the pandemic that saw revenue levels at about the same as pre-Covid. Revenue is moving closer to 2019; additional revenue is being generated by the Marriott.

7. Madden Media Marketing Update

Campaign Overview/Strategy

- Geo-Targeting: Greater San Francisco Bay Area (Marin, East Bay, South Bay, etc.), Sonoma (excluding Petaluma) Santa Rosa, Oakland, San Jose, Sacramento, Los Angeles and San Diego
- Demo: 25-64 with 75K+ HHI
- Continued running brand creative from previous contract into the new contract that launched July 1st.
- Shifted creative strategy in August to run Summer MidWeek ads pushing hotel bookings
- Added a LA/SoCal specific campaign in August. We wanted to increase visitation/Impressions within this region. Currently SoCal is number 3 in site traffic visits.
- Looking ahead, shifting into fall focused creative early October

Things to Note:

- Prospecting:: Awareness driven going after demo/geo specific audiences
- Remarketing:: Targeting Petaluma remarketing pool. E.g. users that have visited the website and pinging users with ads as they browse across the internet.
- Remarketing pools get refreshed typically within a 30/60/90 day window.

Google Prospecting

- Delivery is 1,141,904 impressions with a 0.29% CTR
- Traffic from these ads have users visiting on average 1.52 page

Google Prospecting LA/SoCal

- Delivered 153,074 impressions from launch with a 0.72% CTR, which is 7x above industry average
- Traffic from those ads has users visiting on average 1.58 pages

Google Remarketing

- Traffic from these ads have users visiting on average 1.34 pages
- CTR performance is strong with a 0.37% click through rate

Google SEM

- SEM has delivered a 11.08% average CTR in the last three months. Industry average is 4.18%
- Traffic from these ads have users visiting on average 2.55 pages and 7.33% for users visiting 5+ pages per visit
- Top keyword have been "things to do in petaluma" averaging a 30.97% CTR
- Top AdGroups: Events and Things to Do

Facebook Prospecting

- Drove 3,783 clicks to the Petaluma website with a 1.05% CTR right on par with industry average 1.00%
- Added Value Engagements = 4,387
- Added Value Engagements are great, they're added value extension of the user audience with comments, likes, shares, etc.

Facebook Remarketing

- Drove 1,905 clicks to the Petaluma website with a 1.75% CTR
- Added Value Engagements = 2,376

8. Board Announcements and General Updates

Board Members

- Hotel updates: in general, they are still struggling with staffing issues.
 - Hotel Petaluma: weekends are good, weekdays down.
 - Quality Inn: August was down most likely due to people showing caution because of the variant. Schools start earlier than they used to.
 - Hampton Inn: There were not as many events in August that brought visitors to the area.
 - Marriott: They are seeing weddings getting rescheduled.
- Kirk suggests targeting people who work from home and meeting market because we need to get ahead of the competition and new capacity.
- Kirk reported that Sonoma County Tourism board has approved increasing the BIA from 2% to 3% and they are in the process of taking this to the cities. He wants to see tangible ROI that shows direct benefit to Petaluma.

It was suggested that the PLA draft a letter that if the increase takes place, there will be accountability from SCT in how they plan to spend the funds. It was suggested that Marie contact the City Manager and Economic Development Manger to schedule a meeting to discuss the BIA increase and to invite SCT to a future PLA board meeting.
- The PVP will look into a chat function for the website.

9. Next Meeting Date

Marie

The next meeting is scheduled for November 17, 2021 at 3pm via Zoom.
(The meeting was rescheduled for November 10, 2021 at 3pm via Zoom.)

10. Meeting adjourned

Action items for next meeting:

- Set up meeting with Marie, Kirk, City Manager and Economic Development to discuss SCT BIA increase. (Marie/Kirk)
- Reach out to Sonoma County Tourism about their efforts to market Petaluma. (Marie/Colleen)
- Ask Sonoma County Tourism for report on their marketing of Petaluma and invite them to present at next meeting. (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.