

PETALUMA LODGING  
ASSOCIATION

**Board Meeting Agenda**

Wednesday, July 12<sup>th</sup> – 3:00pm

Hampton Inn

450 Jefferson St.

*How to Submit Public Comment:* Members of the public may provide written public comments by emailing comments to Executive Director Marie McCusker [marie@petalumadowntown.com](mailto: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.

*How to Speak Live at a Meeting:* Members of the public may address the PLA during the public comment portion of the meeting.

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|---|---------------|
| 1. Meeting Call to Order/Roll Call                          | Max           |
| 2. Public Comment (limit individual comments to 3 minutes)  |               |
| 3. Approval of Minutes                                      | Board Members |
| 4. AHP Certification Training Update                        | Mary          |
| 5. PTID Renewal/Civitas Update/Discussion                   | Board Members |
| 6. Citywide Marketing Update                                | Mary          |
| 7. Financial Update   | Marie         |
| 8. Marketing Update/Magazine Launch                         | Mary          |
| 9. Event Update Art & Garden/Sidewalk Sale/GAP Wind to Wine | Marie         |
| 10. Old Business  | Board Members |
| 11. Board Member Announcements                              | Board Members |
| 12. Set Next Meeting Date                                   | Mary          |
| 13. Adjourn   | Max           |