



Board Meeting Agenda

Wednesday, July 15, 2026, 3 PM
Hampton Inn, 450 Jefferson St

The PLA is subject to the Brown Act.

*All discussions and comments must be related to the agenda item on the floor.
Only agendized items may be discussed during a Brown Act meeting.*

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 up to two hours before the meeting starts. 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, keeping individual comments under three minutes.

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| 1. Call to order and welcome | Chair |
| 2. Roll call | Chair |
| 3. Public comment | |
| 4. Approval of minutes | Board |
| 5. STAR report review | Chair |
| 6. Update re Advisory Committee Complement | Ann |
| 7. Update re presentation to the City | Marie |
| 8. Proposed hotel incentive program | Marie |
| 9. Magazine Unveiling Event | Marie |
| 10. Financial update | Marie |
| 11. Marketing update | Ann / Marie |
| 12. Board member sharing/announcements | Board |
| 13. Set date for next meeting | Ann |
| 14. Adjourn | Chair |