

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for January 19, 2022
Meeting held via Zoom

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

- 2. Roll Call:**
 - Present: Kirk Lok, Pauline Wood, Shamal Prasad, Marie McCusker, Colleen Rustad
 - Absent: Gregg Pearson, Shannon Kremer

- 3. Public Comment:** None

- 4. Approval of Minutes:** Minutes from November 10, 2021 Board Meeting were approved.

- 5. PLA Board Members:**
 - Board member and treasurer Gary Sterman left the Hampton Inn at the end of 2021 leaving his seat vacant on the board. Interim general manager Shamal Prasad represented the hotel in place of Gary at the meeting.
 - Kirk Lok and Marie will reach out to potential board members in advance of the March PLA meeting.

- 6. Financial Update as of December 31, 2021**
 - Total revenue for 2021 was up 23% over 2020 but is still down approximate 10% from 2019. Revenue is increasing primarily due to additional inventory (Courtyard Marriott).
 - The Quality Inn is forecasting 2022 revenue to return to 2019 levels.
 - The Hampton Inn reported that 2022 is off to a good start and is expected to exceed 2021.
 - The KOA saw an increase in revenue in 2020 over 2019 and they expect that trend to continue in 2022. Pauline attributes that to the decision to go with extended stays on a long-term basis; they have also been aggressive with their pricing.

- 7. Madden Media Marketing Update**
 - The PVP entered into another six-month contract with Madden Media for January through June, 2022.
 - The contract with Madden includes a website rebuild on a new platform.
 - Due to an upsurge in Covid rates and concern for the safety of the staff, the decision was made to close the Visitors Center from January 20 through January 31.

8. Board Announcements and General Updates

Board Members

- Regarding setting budget expectations for the future, Kirk stated that he believes that Sonoma County has a lot of attributes – including abundance outdoor recreation – that will make it attractive to potential visitors.
- Pauline expresses the difficulty they are having in hiring “teams” because many people feel that Northern California is not safe. She wanted to recognize the County permitting process for the ease for which their food truck permit was approved. The KOA has converted their rec hall into another store selling beer and wine.
- Marie let everyone know that we are in need of diverse models for photos for our website, visitor magazine, and social media.

9. Next Meeting Date

Marie

The next meeting is scheduled for March 16, 2022 at 3pm via Zoom.

10. Meeting adjourned

Action items for next meeting:

- Reach out to potential board members. (Marie/Kirk)

Recurring agenda items:

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