

Petaluma Lodging Association
Annual General Meeting
Minutes for May 13, 2020
(Held virtually via Zoom)

1. Call to Order/Introductions:

Kirk Lok

2. Roll Call:

Present:

Quality Inn - Kirk Lok
Hotel Petaluma - Dustin Groff
Petaluma Koa - Pauline Wood
Hampton Inn – Gary Sterman
Sheraton Sonoma Wine Country - Marshall Young
Marie McCusker, PDA & PVP Executive Director
Colleen Rustad, PVP Communications Director

Absent:

Metro Hotel
Best Western
Motel 6
Petaluma Valley Inn (formerly OYO Hotel)

3. Public Comment:

None

4. Ballot Count:

Completed

5. Board Elections:

Kirk Lok and Marshall Young were re-elected to the board for another two-year term beginning in 2020. Board members terms are staggered so the seats held by Pauline Wood, Dustin Groff and Gary Sterman will be up for election in 2021.

6. Board Officers 2020-21:

Kirk Lok, Chairman (Quality Inn)
Dustin Groff, Vice-Chairman (Hotel Petaluma)
Pauline Wood, Secretary (Petaluma KOA)
Gary Sterman, Treasurer (Hampton Inn)

7. Financial Update:

The PTID was established in January 2019 and in the following 11 months through December 2019 collected \$618,000 in revenue. Almost \$96,000 was collected for Destination Development. The net income is approximately \$16,000 which stays in the contingency fund.

Looking ahead to the remainder of 2020, revenue is estimated to be down 60-70% due to Covid-19. The funding for the PVP may be at the lowest point in several years: \$204,000 to \$240,000. The PDA has applied for loans and grants but 501c6 non-profits are not eligible for the Paycheck Protection Program. We may need to ask the City if they can provide any financial support.

There will need to be a balance between operations and marketing. The PVP has entered into a \$60,000 contract with Madden Media because it will be important to continue marketing, particularly as people look to local and regional drive market travel. Petaluma's diverse economy (not focused on one industry such as wine) should position us well for the recovery.

Marie asked the hotels to provide information regarding what steps they have implemented to show travelers that their property is clean and safe. Pauline will provide photos that we can use on social media. Hotels need information about what businesses and services are open.

Destination Development with the Downtown Streets Team will be able to kick off however due to the crisis, a contract will not be entered into.

8. Annual Report

The 2019 Report was reviewed. This information will be presented in a more visual PowerPoint presentation at the July 6 City Council meeting. Prior to that, a meeting with Kirk, Dustin, and Gary will be scheduled so that they can provide input on the presentation content. A meeting is set for June 29 at 10am for a run-through for the City Council presentation.

9. Board announcements: None

10. Next meeting: July 15 at 3:00pm (location or virtual meeting TBD)

11. Meeting adjourned

Action items:

- Set date for meeting with Kirk, Dustin and Gary to develop/edit content for City Council PowerPoint presentation.
- Hotels to provide updates to PVP on new procedures, occupancy, etc.

Recurring agenda items:

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