

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes

Meeting Date: January 21, 2026

Home2 Suites, 1205 Redwood Dr

- **Call to Order:** Meeting called to order by Kirk at 3:15 pm
- **Roll Call:** Max Childs – Home 2, Sheree Herrera – Hampton Inn, Kirk Lok – Quality Inn, Mayor Kevin McDonnell, Tyler Wood – KOA, Marie McCusker & Ann Hutchinson – Petaluma Visitor Program
- **Mayor** addressed group, mentioned trestle project needs more buzz and interest to move forward. Nothing new to report on EKN hotel.
- **Minutes** from July and November meetings approved.
- **Update on Hotel Leadership:** Sheree was given an overview of PLA by Marie and welcomed as new representative for Hampton Inn. She agreed to serve and was approved.
- **2025-2027 Board Members**
Kirk Lok, Chair * Max Childs, Vice Chair * Sheree Herrera, Treasurer * Carla Portillo, Secretary * Tyler Wood, Member
- **Advisory Committee:** Marie described for new board members, date set for next meeting: 2/18/26 at Hampton Inn's breakfast room.
- **Signature cards, conflict of interest & confidentiality agreements**
Updated Signatories by unanimous approval:
Marie McCusker
Kirk Lok
Max Childs
Sheree Herrera
Carla Portillo

Former board members to be removed: Pauline Wood, Adrian Vasquez, Sara Martin
Marie will present these minutes to the branch and request the signature card be prepared. Once the bank has let Marie know the card is ready for signature, she will let the signatories know. Signatories will then go to the bank (with ID) to sign the signature card.
Conflict of interest and confidentiality forms circulated, signed, and returned.
- **Financial:** Marie distributed financial reports, fielded questions. Kirk requested budget for planning purposes and wants money available to entertain officials to keep them informed. Max wants to see spend on Certified distribution, agency, etc.
- **Marketing Update:** Ann made website improvements to combat new Google search behaviors, city-wide marketing meeting. Kirk wants one for hoteliers. Marie spoke to Claudia at SCT re capturing World Cup attendees for side trips. Ann will do blog post to capture World Cup folks looking for other places to visit while here.
- **Advocacy—Immigration Workshop:** Marie will join Kirk at meeting on Wednesday, Jan 28.
- **Board Member Sharing and Announcements**
Kirk distributed and went over STR report. Discussion followed. Urged more coordination with city, perhaps a meeting. **Kirk will set up meeting with SCT regarding group leads.**
- **Next Meeting:** March 18, 2026, 3 pm, **Ann will ask Carla to host.**
- **Adjournment:** 5:13 pm

ACTION ITEMS IN PURPLE