

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes

Meeting Date: May 13, 2026

Courtyard Marriott, 700 Caulfield Ln

- **Call to Order:** Meeting called to order by Kirk at 3:25 pm
- **Roll Call:** Max Childs – Home 2, Sheree Herrera – Hampton Inn, Kirk Lok – Quality Inn, Carla Portillo – Courtyard Marriott, Tyler Wood – KOA, Marie McCusker & Ann Hutchinson – Petaluma Visitor Program
- **Brown Act:** main points reviewed
- **Minutes:** January minutes approved. Motion by Max, seconded by Tyler.
- **Advisory Committee:** Marie described for new board members, date set for next meeting: 6/30/26 at 3 pm. **Carla will check on availability of Courtyard's boardroom.**
- **Advisory Committee membership:** Board members on committee: Carla, Kirk, Tyler. Community members continuing: Cheryl Quist from GAP and Eric Lafranchi from Taps. **Ann will ask Griffo's Kat Prescott and Best Western GM Catalina Alcantara. Need one more hotelier to ensure consistent majority of hoteliers.**
- **Financial:** Marie went over financial reports. **Marie suggested she could make a presentation to the city re the PTID and have it televised.** Kirk asked for year over year collection trend. **Marie has and will supply.**
- **Marketing Update:** Ann went over marketing metrics and projects, encouraged hotels to use the Happening emails as a resource for front desk and pointed out all the other resources available on the site.
- **Next Meeting:** July 15, 2026, 3 pm, **Ann will ask Sheree to host.**
- **Adjournment:** 5:14 pm

ACTION ITEMS IN **PURPLE**