

PETALUMA LODGING  
ASSOCIATION

**Board of Directors Meeting Minutes**  
Meeting Date: May 6, 2025 – Hotel Petaluma

- Call to Order: Meeting called to order by Max at 3:15 pm
- **Board Roll Call:** Max Childs – Home 2 Suites, Adrian Vasquez – Hampton Inn, Brad Calkins – Sheraton Petaluma  
**Staff:** Marie McCusker – Petaluma Visitor Program & Petaluma Downtown Association, Ann Hutchinson – Petaluma Visitors Program  
**Absent:** Pauline Wood, KOA and Sara Martin – Hotel Petaluma
- **Approval of Minutes:** Brad motioned to approve Jan 16, 2025 minutes; Adrian seconded; so moved.
- Marie pitched **Wheel the World:** Max is interested. Adrian felt the age of his building and lack of ADA-sized rooms would make it unworkable.
- **Advisory Committee Update:** Ann is held up without the exclusions for the restaurants. Following loss of cards discussion, Ann will create second landing page for second QR code to be used on the VIP card for restaurants to scan to verify card is valid. New card with new QR to new page will be created in that event.
- **Deals page refresh:** Ann refreshed page for spring. Anyone who wants new deal will give to Ann for updating. Otherwise deals will remain the same.
- **Financial update:** Financials were distributed with marketing plan and budget. The annual report submitted to SCT and star reporting was also shared. Desire was expressed for more detail on marketing expenses. Marie gave information regarding scope and reiterated how the PLA was set up and why, and what the PVP's role is as a contractor to implement marketing. PVP will look into providing quarterly reports on marketing activities and press wins.
- **Recap of B&E, AF, Open House** – Not discussed specifically, but the role these events have in drawing people to Petaluma was.
- **Board Member Sharing/Announcements** – nothing reported.
- **Next Meeting:** Wednesday, July 9, 2025, at Sheraton, 3 - 5 pm
- **Adjourned:** 5:00 pm