

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes

Meeting Date: July 15, 2026
Hampton Inn, 450 Jefferson St

- **Call to Order:** Kirk called to order at 3:06 pm
- **Roll Call:** Max Childs – Home 2, Sheree Herrera – Hampton Inn, Kirk Lok – Quality Inn, Tyler Wood – KOA, Marie McCusker & Ann Hutchinson – Petaluma Visitor Program
- **Minutes:** Motion to approve by Max, seconded by Tyler. May minutes approved.
- **STAR report** – Kirk shared May's with group. June's comes out on July 18. Every 18th for previous month. Kirk can share with group but must stay within group. KOA doesn't get included in STAR, which throws off Petaluma's numbers. [Tyler to inquire.](#)
- **Advisory Committee Update:** Met on June 30. Kat Prescott of Griffo, Eric LaFranchi of Taps/Hank's, and Cheryl Quist of the Gap are on committee. Going forward with VIP and AHP programs. VIP program will include positive reviews for internal sharing on card that asks, "What would you recommend about this establishment," or "What did you enjoy most?" PVP will do the hotel outreach. Will likely launch mid-August or first part of September. Restaurant lead, Eric Lafranchi is out of town.
- **Presentation to City:** Marie doesn't have a date yet. Likely in September. Invited members to join.
- **Proposed hotel incenive program:** Marie read from and explained proposal. Offers incentive to full-service hotels or hotels seeking to expand to full service. They would have a lower amount or no TOT due to City for a specified period to help pay for the construction costs to increase the full-service options in Petaluma. [All docs can be sent to interested board members.](#)
- **Financial:** Marie went over financial reports. Kirk and Max asked for general idea of marketing expenses.
- **Magazine Unveiling:** July 22, 4-6, Della Fattoria. [Ann will have publishers resend invite to Kirk.](#)
- **Marketing Update:** Ann distributed marketing metrics. Offered to share SEO insights gained from Madden (such as articles shared about Google updates. [Ann will ask Madden for industry comparisons for metrics.](#) Sheree interested in any future marketing lunches. Doesn't have marketing team.
- **Next Meeting:** September 22, 2026, 3 pm [\(pending confirmation\), Max will host.](#)
- **Adjournment:** 4:48 pm

ACTION ITEMS IN [PURPLE](#)