

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes

Meeting Date: July 9, 2025

Sheraton Petaluma

745 Baywood Dr, American Kestrel Room

- **Call to Order:** Meeting called to order by Max at 3:14 pm
- **Board Roll Call:** Max Childs – Home 2 Suites, Aiona Kaufusi – Hampton Inn, Brad Calkins – Sheraton Petaluma, Sara Martin – Hotel Petaluma
Staff: Marie McCusker – Petaluma Visitor Program & Petaluma Downtown Association, Ann Hutchinson – Petaluma Visitors Program
Absent: Pauline Wood, KOA
- **Hampton Inn:** Aiona Kaufusi, Interim GM at Hampton Inn, welcomed to the Board (replaces Adrian).
- **Approval of Minutes:** Brad motioned to approve May 6, 2025 minutes; Max seconded; so moved.
- **ACH training:** Revisited ACH report submitted at 5/6/25 meeting again. Board decided to open up trainings beyond hotels, but keep in Petaluma to exhaust the total amount pledged for the purpose by the PLA. Max suggested that another invitation be sent out to hoteliers for one more training. **Max will host. Danni will coordinate with Tracy Kock on date.**
- **Annual Meeting** set for September 24, 2025. All Petaluma hotels, city council and partners will be invited (20+ people). Hotel Petaluma will host. PDA has budget to cater and can bring wine, beverages. Marie will send term dates and set up online nominations and voting.
- **Signatories:** Due to board treasurer Adrian Vasquez's departure from Hampton Inn, these minutes were printed and distributed, at this meeting's adjournment, to new signatories to bring to bank when signing updated signature card.
 - Sara Martin appointed as Interim Treasurer. Brad motioned, Max seconded. So moved.
 - Two signatures required. Adrian Vasquez and Gregg Pearson to be removed.
 - Marie suggested she become the countersigner. Brad moved, Sara seconded. So moved.
 - Bank requested updated Secretary of State Corporate Authorization Resolution. Marie will do this evening.

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Current PLA Board Member Roster with signatories indicated:

Max Childs, Home2 Suites, Board Chairman, Signatory
Sara Martin, Hotel Petaluma, Interim Treasurer, Signatory
Aiona Kaufusi, Hampton Inn, Board Member
Brad Calkins, Sheraton, Board Member
Pauline Wood, Petaluma KOA, Board Secretary, Signatory
Marie McCusker, PDA Executive Director, Signatory

Marie asked signatories sign on Friday, July 11.

- Subcommittee Meeting scheduled for August 21, 2025, 3 pm at Hampton Inn. Projects stalling out. Aiona joined committee to replace Adrian. Petaluma Visitors Program can take greater roll, so momentum won't be lost. Sara suggested putting tipping on non-discounted amount as a requirement for VIP program users.
- **Financial update:** Financials, marketing metrics, and SCT hotel performance reports distributed. No motion to accept due to backlog caused by checks held up.
- **Immigration Workshop:** Workshop, held on June 16, was well-received, and had attendance of 85. Materials and video haven't been sent out yet. Marie will check on it. Important information shared like proper signage to prevent ICE from entering employee-only areas without a warrant and having I9s up to date.
- **PVP News:**
 - New visitor guides available – Members asked to take boxes for guest rooms and request additional boxes as needed.
 - Petaluma named in CNN's America's Best Towns to Visit.
 - Art & Garden is Sunday. Draws 15K. Rivertown Revival and Petaluma Music Festival also coming up.
- **Board sharing:**
 - Max got his first Wheel of the World booking. Bookings go through Expedia. Training for front desk in process so they know the specs. Marie said if they know, can get direct bookings, while meeting criteria.
 - Sara reported slow Sun-Wed. Looking to create a new event space: speakeasy, lounge, or some such. Getting working AC units in all event spaces.
 - Brad's lobby renovation complete. Furniture coming. Resuming bar in front desk area in fall.

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- **Next Meeting:** Annual Meeting - Wednesday, September 24, 2025, at Hotel Petaluma, 3 - 5 pm
- **Adjournment:** Sara moved to adjourn. Max seconded. Meeting adjourned at 5:08 pm