

PETALUMA LODGING
ASSOCIATION

PTID / PLA Advisory Sub-committee

Minutes

June 30, 2026 – Courtyard Marriott

Call to Order: Meeting called to order by Kirk at 3:05 pm.

Roll call and introductions:

Mayor Kevin McDonnell, Tracy Koch (Sonoma County Tourism/AHP program) Cheryl Quist (Petaluma GAP), Kat Prescott (Griffo), Carla Portillo (Courtyard Marriott), Tyler Wood (KOA), Eric Lafranchi (Taps/Hanks), Kirk Lok (The Lok Group/Quality Inn)

Staff: Ann Hutchinson (Petaluma Visitor Program), Marie McCusker (PVP & Petaluma Downtown Association)

Mayor McDonnell's city update:

- New combined police/fire complex under construction (18-mo. contract) at fairgrounds. Was in general plan 25 years ago. Fire department had reported greatest need was for a central department.
- Fair revenue up YOY. Fairgrounds upgraded several buildings to make them more rentable.
- New ED person to invest in business. Tech firms bring in higher local spending. Medical industry spends 25% locally.
- Public forum on vacancies. In brainstorming stages.
- Lack of housing drives home prices, forces young people out of city, and makes Petaluma less desirable location for businesses. Max for new home construction is 500. Had 99 in last year, of which only 30 were single family homes. Condos down because developers now must provide 10-year guarantee for defects.
- Charlie Palmer hotel: Plans should be submitted by EOY. AEK not moving at the fevered rate they were for the 6-story version.
- Trestle/Promenade: Needs buzz, support.
- Federal funding going away for CalFresh, SNAP, etc. will cause homelessness increase and jeopardize SAFE, which only has two years of funding left.
- ICE protest expected at next council meeting.

AHP update:

Tracy gave AHP overview for new folks. Current round of PLA funding for AHP certifications for Petaluma schools: \$400 of the initial \$2,000 and 18 seats remain. \$880 spent for high school students. As previously agreed, some of those dollars/seats went to train hoteliers as there weren't enough schools embracing program. Tracy is still working with the District to get into all the schools, especially the alt ed schools. Schools tend to keep the program going forward once they launch it. A Petaluma High teacher is excited about incorporating it into her entrepreneurial class. Teachers welcome presenters from the hospitality industry to speak in class.

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VIP Project

- Kat suggested kick off event (non-participants invited to entice them) and 3-mo. trial first round.
- Confined to restaurants, hotels, wineries, and distilleries for initial launch
- Cheryl can reach out to Petaluma wineries. Asked for geographic boundaries
- Tyler shared concern over tracking before giving referral discount. Marie suggested special code like one on visit site.
- Ann suggested biweekly check-ins to keep project moving forward.
- PVP will do hotel outreach.

New business:

Cheryl: Wind to Wine silent auction. Kat will donate Griffon tickets, Tyler will donate Eric: Cart Blanche street-legal golf cart program. Rentals for events, downtown shopping. Up to 35 mph. Website launching July 1.

Adjourned: 5:10 pm