

PETALUMA LODGING  
ASSOCIATION

**Board Meeting Agenda**

Wednesday, Jan. 16, 2025 – 3 pm  
Hampton Inn  
450 Jefferson Street

*How to Submit Public Comment:* Members of the public may provide written public comments by emailing comments to Executive Director Marie McCusker [marie@petalumadowntown.com](mailto:marie@petalumadowntown.com) up to two hours before the meeting starts. Comments will then be read into the record, with a maximum allowance of 3 minutes per individual comment, subject to the Chair's discretion.

*How to Speak Live at a Meeting:* Members of the public may address the PLA during the public comment portion of the meeting.

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| 1. Meeting Call to Order/Roll Call                         | Chair         |
| 2. Public Comment (limit individual comments to 3 minutes) |               |
| 3. SMART Rep to speak and learn what we do                 | Zoe UnRuh     |
| 4. GAP training update                                     | Cheryl        |
| 5. Approval of Minutes                                     | Board Mem     |
| 6. AHP Certification Training Update                       | Tracy         |
| 7. Advisory Committee Update                               | Adrian/Ann    |
| 8. Financial Update  | Marie         |
| 9. Marketing Campaign Report                               | Marie/Ann     |
| 10. Upcoming Events  | Marie         |
| 11. Board Member Sharing/Announcements                     | Board Members |
| 12. Set Next Meeting Date                                  | Ann           |
| 13. Adjourn  | Chair         |