

PETALUMA LODGING  
ASSOCIATION

**Annual General Meeting**  
**Minutes for May 19, 2021**  
**(Held virtually via Zoom)**

**1. Call to Order/Introductions:**

**Kirk Lok**

**2. Roll Call:**

Present:

Quality Inn - Kirk Lok  
Petaluma KOA - Pauline Wood  
Hampton Inn – Gary Sterman  
Courtyard Marriott – Sean Marsden & Lori Stockman  
Sheraton Sonoma Wine Country - Marshall Young  
Marie McCusker, PDA & PVP Executive Director  
Colleen Rustad, PVP Communications Director

Absent:

Hotel Petaluma  
Metro Hotel  
Best Western  
Motel 6  
Petaluma Valley Inn (formerly OYO Hotel)

**3. Public Comment:**

None

**4. Ballot Count:**

Completed

**5. Board Elections 2021-23:**

There were three positions open. Gary Sterman (Hampton Inn), Pauline Wood (KOA), and Shannon Kremer (Hotel Petaluma) were re-elected to the board for another two-year term beginning in 2021.

Board members terms are staggered so the seats held by Kirk Lok (Quality Inn) and Marshall Young (Sheraton) will be up for election in 2022.

There was discussion regarding expanding the number of board seats from five to seven. This requires an amendment to the bylaws. Marie will research the procedure and timeline for making this change.

**6. Board Officers 2021-23:**

Kirk Lok, Chairman (Quality Inn)

Pauline Wood, Secretary (Petaluma KOA)

Gary Sterman, Treasurer (Hampton Inn)

Vice-chairman will be deferred to next meeting to determine if Shannon Kremer (Hotel Petaluma) is interested in holding this office.

## **7. Financial Update:**

The expectation was that revenue for 2020 would drop by 50% due to the pandemic. However, the actual numbers were slightly better; revenue for the year decreased by 42%. The organization received two payments from the Paycheck Protection Program and took an emergency loan that has not been used. The question was raised about where the reserve funds are held; Marie said that they are in the PVP.

It is possible that the summer of 2021 could see revenue return to early 2020 levels but Kirk recommends still taking a conservative approach. He suggested asking lodging properties to complete a confidential survey about their 2021 budgets. The survey could also be used to gather information about demographics, weekday vs weekend capacity, and business vs leisure travelers.

The PLA board will need to address how the Destination Development funds are spent. The Downtown Streets Team is now fully funded by the City.

## **8. Annual Report**

The 2020 Report was reviewed. This information will be presented in a more visual PowerPoint presentation at a City Council meeting (date TBD).

## **9. Board announcements:**

- Quality Inn – Weekends are solid; Kirk suggested looking at opportunities with Madden Media to increase Sunday through Thursday travel. The return of Bottle Rock, NASCAR, and Fleet Week are expected to increase demand for rooms in Petaluma.  
He also asked for sales tax data for downtown and the 101 corridor as he researches creating another TID. It was suggested that the PLA take a pro-active, advocacy stance on issues important to the hospitality industry.
- KOA – They have had high occupancy and expect that to continue. They are experiencing a shortage of qualified employees and labor costs have increased.
- Hampton Inn – They too are having difficult finding employees, particularly for housekeeping.
- Courtyard Marriott – They are planning to open June 15.
- PDA – There will be a River Festival on August 28, and a Butter & Egg Days Celebration and Fall Antique Faire in September. Because of the large number of visitors that PDA-produced events draw, she anticipates that these events will need to be reintroduced slowly.

**10. Next meeting:** July 14 at 3:00pm (location or virtual meeting TBD)

**11. Meeting adjourned**

**Action items:**

- Look at PLA Bylaws to determine timeframe and procedure to expand the board from five to seven members (Marie)
- Ask Shannon from Hotel Petaluma if she is interested in serving as vice-president.
- Discuss strategies for increasing Sunday-Thursday travel with Madden Media (Marie/Colleen)
- Create and distribute budget and demographic survey to hotels (Colleen)
- Provide Kirk with sales tax data for downtown and 101 corridor (Marie)
- Create Annual Report PowerPoint presentation (Colleen)
- Get on City Council agenda to present Annual Report (Marie)

**Recurring agenda items:**

- Approval of minutes from prior meeting.
- Discuss use of Destination Development funds
- Update budget projections.
- Set next meeting date.