

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for November 10, 2021
Meeting held via Zoom

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

2. **Roll Call:**
 - Present: Kirk Lok, Gary Sterman, Pauline Wood, Sean Marsden, Claudia Vecchio, Tracy Lori Angstadt, Jonny Westom, Todd O’Leary, Tracy Koch, Kelly Bass Seibel, Jennifer Buffo, Marie McCusker, Colleen Rustad

 - Absent: Gregg Pearson, Shannon Kremer

3. **Public Comment:** None

4. **Approval of Minutes:** Minutes from September 15, 2021 Board Meeting were approved.

5. **Sonoma County Tourism Partner Report for January 2020 through June 2021:**
 - SCT president and CEO Claudia Vecchio said that their focus remains on supporting their partners and driving sustainable overnight travel. During the 18 months since Covid was declared a pandemic, SCT has pivoted to stay relevant to the marketplace. The brands that succeeded through the pandemic kept engagement high. The new strategic plan has revised KPI. Claudia said that SCT’s perspective is “that we’re not successful until our partners are successful.”
 - SCT VP of Finance and Operations Lori Angstadt said that when they prepared their budget in March 2021, it was set at \$6.2 million. In October 2021, they did a reforecast and projected \$8.2 million with 49% going to marketing and PR.
 - SCT VP of Marketing & Communications reported that when SCT started their consumer marketing campaign in March of 2021, the field was very crowded. The target market started with the drive market and moved to Schulz Airport non-stop markets. They are working to show diversity in the photography and video assets; Marie asked if they would share those with Visit Petaluma. Kirk also requested that we work with SCT on Expedia and Adara to drive overnight stays to Petaluma.
 - SCT VP of Business Development Jonny Westom reported that the market for meetings is getting back to normal faster than expected. He sees an advantage for Sonoma County and Petaluma that attract meetings of 25-150 attendees with outdoor meeting options. SCT works with 14 Sonoma County hotels including Hotel Petaluma and the Sheraton. When talking with meeting planners, the SCT team begins by telling what the hotels have to offer and then talk about what the county has to offer, identifying the unique personalities of each city.
 - SCT Senior Director of Community Engagement Kelly Bass Seibel said that SCT has partnered with Leave No Trace to educate visitors about how to responsibly use our outdoor space. SCT can help with messaging about drought, fire, etc.

- SCT Administrative Program Manager Tracy Koch discussed the Accredited Hospitality Professional Program that focuses on the foundational five: The Power of Tourism; Customer Service and Visitor Safety; Art, History, and Culture; Natural Environment and Sustainability; Wineries and AVAs. Kirk Lok and Tracy partnered to take the AHP to two Sebastopol high schools so students could learn about careers in hospitality, get accredited, and learn interviewing skills. They hope to bring the program to Petaluma area high schools.

6. Financial Update as of September 30, 2021

August and September 2021 revenue is almost at the same level as 2019. Additional revenue is being generated by the Marriott.

7. Madden Media Marketing Update

Update was not presented due to length of meeting.

8. Board Announcements and General Updates

Board Members

- It was requested that SCT keep hotels apprised of marketing opportunities.
- A potential story for SCT is KOA's sustainability.
- Board members emphasized that Petaluma must win the emotional engagement game to attract visitors.

9. Next Meeting Date

Marie

The next meeting is scheduled for January 19, 2022 at 3pm via Zoom.

10. Meeting adjourned

Action items for next meeting:

- Set up meeting with Marie, Kirk, City Manager and Economic Development to discuss SCT BIA increase. (Marie/Kirk)

Recurring agenda items:

- Approval of minutes from prior meeting.
- Marketing program updates.
- Destination Development program update.
- Update budget projections.
- Set next meeting date.