

PETALUMA LODGING  
ASSOCIATION

## Board of Directors Meeting Minutes

Meeting Date: January 10, 2024 – Hampton Inn

- **Call to Order/Introductions:** The meeting was called to order by Max at 3:15 pm.
- **Roll Call:**

Present: Max Childs – Sheraton Sonoma Wine Country, Adrian Vasquez – Hampton Inn, Pauline Wood - KOA, Ken Murakami – Home 2 Suites, Marie McCusker - Petaluma Downtown Association, Mary Roualdes – Petaluma Visitors Program
- **Approval of Minutes:**

Pauline made a motion to approve; Adrian made a second; the motion passed.
- **AHP Certification & Training Update:**

Tracy Koch of Sonoma County Tourism attended via conference call and provided an update on the program. The cost is \$45 for professionals and \$10 for high school students. Analy High School in Sebastopol has graduated 300 students from the program. Tracy has been working closely with Dan Ostermann, College and Career Pathway Coordinator for Petaluma City Schools, and registered students from Casa Grande High School for March and will soon be adding Petaluma High School.
- **Visit Petaluma Exclusive Rate Follow-Up**

Mary & Marie encouraged members of the PLA to offer a Petaluma Exclusive rate when booking through the Petaluma Visitors Center or the Visit Petaluma website. This strategy is to help drive traffic during the slow months and encourage people to stay in Petaluma. Hotel Petaluma and Hampton Inn have provided special links. All are invited to participate.
- **Sub Committee Development**

Marie shared the desire to have a sub-committee of the PLA focused on education and development. Pauline offered “Think Tank” as the name of the subcommittee as the main purpose would be to serve as an idea incubator for the PLA. This subcommittee will be offered Brown Act training along with the PLA.
- **Financial Update:**

Marie provided financial reports prepared by Mungle & Associates.
- **2024 Events:**

City-Wide Marketing - January 25, Butter & Egg Days April 20, Antique Faire – April 28

- **Board Member Sharing/Announcements**
  - Subcommittee Meeting set for February 21<sup>st</sup> at 3pm - Sheraton
  - Next PLA Meeting March 6<sup>th</sup> at 3pm - Home 2 Suites
  
- **Adjourn**
  - Meeting ended at 5:25pm