

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes
Minutes for March 1, 2023 Meeting
held at the Hotel Petaluma

- **Call to Order/Introductions:** The meeting was called to order at 3:10 pm.
- **Roll Call:**
 - Present: Max Childs - Sheraton Sonoma Wine Country, Shannon Kremer – Hotel Petaluma, Sean Marsden – Courtyard By Marriott Petaluma, Adrian Vasquez – Hampton Inn, Marie McCusker – Petaluma Downtown Association, Mary Roualdes – Petaluma Visitors Program
- **Public Comment:** None
- **Approval of Minutes:** Motion to approve – Adrian; second – Shannon; minutes approved.
- **PLA Board Members:** Each member gave a quick update and status of each property:
 - **Sheraton** – (Max) - Currently undergoing major renovations. Waterfront rooms will now have balconies. He filled 3 key positions; Director of Sales, Operations Manager, and Catering Sales Manager.
 - **Hotel Petaluma** – (Shannon) - The process of converting to a Hilton brand as part of their “Tapestry Collection” has been delayed until June. Although partial shutdown of the hotel due to City Fire Marshall has been extremely challenging, she is satisfied with how the owner is working to resolve this issue. She is evaluating new systems and new equipment.
 - **Courtyard By Marriot Petaluma** – (Sean) – They continue to serve the corporate traveler. Hydropoint & Lagunitas are a few of their company clients. He is focused on weekend and leisure travel. Homelessness continues to be a challenge and the hotel will make a change in their security company by the end of April.
 - **Hampton Inn** – (Adrian) Hotel is fully staffed and in need of mid-week travel.
- **Civitas/PLA:**

Marie shared the history of the PTID and the PLA and how it came to be 5 years ago. Carol Mungle, an outside firm maintains the accounting records. Marie advised the board members to continue educating the City Council Members so that they understand the value of the PLA and its partnership with the Petaluma Visitors Program. As we approach our renewal date, Marie underscored the value and knowledge that Civitas brings to the table and suggested that we partner with them to craft our new agreement.

Max made a motion to approve working with Civitas; Shannon second the motion; motion passed unanimously.

- **Accredited Hospitality Program Update:** Tracy continues to reach out to Casa Grande's Hospitality Program (Culinary Arts) to get something started prior to the end of the school year.
- **Marketing and Event Update**
 - Marketing & promotion of the 40th Ruby Anniversary Butter & Egg Days Parade and events have begun. This year's theme: "There's no Place Like Home". The design of promotional material including postcards, buttons, and advertising is in the works.
 - Digital media: The redesign of the website in collaboration with Madden Media is the main focus. The transition needs to be as seamless as possible. The target date launch of the website is sometime in April.
- **Next Meeting Date**

The next meeting is scheduled for May 10, 2023, at the Courtyard by Marriott Petaluma.
- **Meeting adjourned at 4:47pm**