

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting
Minutes for March 16, 2022
Meeting held via Zoom

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

2. **Roll Call:**
 - Present: Kirk Lok, Pauline Wood, Shannon Kremer, Gregg Pearson, Marshall Young, Marie McCusker, Colleen Rustad

 - Absent: Hampton Inn representative

3. **Public Comment:** None

4. **Approval of Minutes:** Minutes from January 19, 2022 Board Meeting were approved.

5. **PLA Board Members:**
 - Provide Kirk Lok with contact info for Hampton Inn owners
 - Continue to reach out to other hoteliers about being on the PLA Board.
 - Kirk asked Marshall to send an email asking him to authorize Gregg Pearson to act in his absence.

6. **Financial Update as of January 31, 2022:**
 - Revenue for January 2022 is more than double the revenue generated in January 2021.
 - Revenue increased almost 40% in 2021 compared to 2020. However, the total revenue for 2021 was still down about 13% when compared to 2019 total revenue.
 - Destination Development funds were not used in 2021 to fund the Downtown Streets Team; the city is now funding the program. Kirk Lok suggested using the funds for workforce development. Kirk and Sonoma County Tourism Director of Community Engagement Kelly Bass Siebel took the Accredited Hospitality Professional program into a west county high school and would like institute a similar program with Petaluma high schools.

7. **Marketing and Event Update**
 - Print media: Production has started for the 2022 Petaluma Visitor Magazine. Hotels are encouraged to be a part of the publication. Visit Petaluma is also participating in Sonoma County Tourism co-op ads in California Road Trips, the California Visitor Magazine, and the SF Chronicle travel section.

- Digital media: The PVP is also continuing to run digital marketing campaigns through Madden Media. Madden has begun work on a new Visit Petaluma website.
- Events are returning. The Butter & Egg Day Parade is April 23, followed by the Spring Antique Faire the next day. Salute to American Graffiti is May 21.
- Future of the Sonoma-Marin Fairgrounds: Marie is participating in discussion of the future of the Fairgrounds and would like input from businesses and lodging regarding the impact of events held at the Fairgrounds. Do larger event such as the Petaluma Music Festival bring generate overnight stays?

8. Board Announcements and General Updates

Board Members

- The PLA Board would like to have better communication with the city and at the county level. For example, the Quality Inn was not notified that the city was in discussion to purchase America's Best Value (nearby the Quality Inn) for homeless housing. It was suggested that a meeting be set up between PLA Board members and the mayor, city manager, and Supervisor Rabbitt.
- Kirk Lok is on the board of the Sonoma County Hospitality Association and would like to recruit representatives from Petaluma hospitality businesses such as wine and retail.
- Hotel Petaluma's front desk staff are all AHPs. Marie suggested that the PVP develop a stronger relationship with hotel staff to ensure guests have the best experience possible. Fam tours would be a way to achieve that.
- There is an opportunity to bring small group meetings to Petaluma. PVP to contact Sonoma County Tourism VP of Business Development Jonny Westom.
- Hotel updates:
 - Hotel Petaluma – January was slow but weekends are picking up. April looks better; the wedding group business is strong. The owners are investigating the cost of valet parking. Shannon would like the contact for the vacant property that was formerly WestAmerica Bank.
 - Quality Inn – Rates have increased due to increases in costs. Overall, the outlook is positive industry-wide.
 - Sheraton – Good first quarter YOY; increase in weekend occupancy and good base group has helped.
 - KOA – Strong market; they are continuing to make changes to the property to meet current demands.
- Upcoming Sonoma County Tourism mixer at the Hampton Inn: Colleen will forward the invitation.
- Petaluma Transit – Marie to discuss possibility of busses stopping at hotels.

9. Next Meeting Date

Marie

The next meeting is scheduled for May 18, 2022 at 3pm. TBD in person or Zoom.

10. Meeting adjourned

Action items for next meeting:

- Continue reaching out to potential board members. (Marie/Kirk)
- Provide Kirk contact info for Hampton Inn owners. (Colleen)
- Set up meeting with mayor, city manager and David Rabbitt (Marie)
- Give Shannon contact info for WestAmerican property owner. (Marie)
- Continue discussion about how to use Destination Development funds. (Marie/Board)
- Send SCT mixer invite to all hotels. (Colleen)
- Discuss how hotel front staff and PVP can support one another. (Marie/Colleen)
- Discuss possibility of Petaluma Transit stopping at hotels. (Marie)

Recurring agenda items:

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