

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes

May 10, 2023

Meeting held at Courtyard by Marriott Petaluma

- **Call to Order/Introductions:** The meeting was called to order at 3:39 pm.
- **Roll Call:**
Present: Max Childs - Sheraton Sonoma Wine Country, Sean Marsden – Courtyard By Marriott Petaluma, Adrian Vasquez – Hampton Inn, Pauline Wood, KOA SF/Petaluma, Marie McCusker – Petaluma Downtown Association, Mary Roualdes – Petaluma Visitors Program
- **Public Comment:** None
- **Approval of Minutes:** Motion to approve – Max; second – Adrian; minutes approved.

PTID Renewal/Civitas Update/Discussion: Marie opened the discussion regarding Civitas and recapped the history and next steps required to move through the renewal process. She shared the success of the Downtown Streets Team and how imperative it is to continue to grow partnerships. Pauline added how happy she was with the program's success.

Marie has met with each council member regarding the upcoming renewal. She explained the graffiti challenges and the Rebuilding Together partnership. She also circulated the petition drive and stated that there might need to be some modifications.

Marie asked that board members be actively involved with City Council, and continue to educate members so they understand the value of the PLA and its partnership with the Petaluma Visitors Program.

Marie asked for feedback regarding the Petaluma Visitors Program possibly sharing in the Civitas investment:

Pauline (KOA/SF Petaluma) – Pauline feels that the PLA should absorb 100% of the cost as it is part of the umbrella of litigation. She strongly believes that the Petaluma Visitors program should be focused heavily on marketing efforts to drive people to stay in Petaluma.

Adrian (Hampton Inn Petaluma) – He is open to sharing 50/50 with the PVP.

Sean (Courtyard By Marriott) – He is open to sharing 50/50 with PVP.

Max (Sheraton Sonoma Wine Country Petaluma) – He is open and wants to understand a bit more.

- **Board Member Updates:** Home@ Suites is a welcome addition to the Petaluma Lodging Association.
- **Sheraton** – (Max) – Starting renovations to add balconies to waterfront rooms. Still have weekday challenges.
- **Hampton Inn** – (Adrian) – They are set to begin expansion in September. Historic landmark tree is presenting design and budget challenges as they move forward. Cost overrun is greatly affecting the budget.
- **KOA** – (Pauline) – They are under construction (purchased from parents in 2006); 6 sites will be done by next winter. They do a million dollars in their gift shops/stores. The top sellers are pillows.
- **Courtyard By Marriot Petaluma** – (Sean) – Homelessness continues to be a challenge. They continue to serve the corporate traveler but looking to grow the leisure market.
- **Accredited Hospitality Program Update:** Tracy continues to reach out to Casa Grande’s Hospitality Program (Culinary Arts) and has a zoom meeting set for July 13th.
- **Marketing and Event Update**
 - Butter & Egg Days 40th Ruby Anniversary was a huge success and well attended.
 - Marketing & promotion of the 20th Art & Garden is in full bloom. We are expecting a large turnout with an exceptional showcase of artists.
 - Digital media: The redesign of the website has been completed and has gone live.
 - The Visitors’ Magazine is in progress with the completion of the photo shoot, stories have been assigned, and advertisers have been contacted. We expect to launch in July.
- **Next Meeting Date**
The next meeting is scheduled for July 12, 2023, at the Hampton Inn & Suites.
- **Meeting adjourned at 5:49pm**

