

**Petaluma Tourism Improvement District
Subcommittee
Meeting Minutes for May 15, 2019**

1. Call to Order/Introductions: **Marie McCusker**

2. Roll Call:
Present: Kirk Lok, Dustin Groff, Gary Sterman, Jeanne Belding, Dave King,
Karla Schikore, James Wu, Todd O'Leary, Marie McCusker,
Colleen Rustad
Absent: Cheryl Quist

3. Public Comment: None

4. Sonoma County Tourism Presentation **Todd O'Leary**
SCT vision: A robust economic ecosystem for Sonoma County businesses and residents amplified by results driving tourism planning and marketing.

It was requested that Todd provide statistics on the number of website visits to Petaluma articles. It would also be useful to know how many visits to VisitPetaluma.com come from the SCT website.

Key points:

- Community engagement is a major focus for SCT.
- 90% of visitors to Sonoma County are domestic
- SCT marketing targets the off season (Nov. – April) and midweek (Sunday through Thursday) markets
- They have a \$7 million budget with ROI estimated at \$2.2 billion.
- Geographic target markets are SF, Bay Area and Sacramento plus market that are serviced by non-stop flights out of STS.
- They identify key journalists and media outlets to cover Sonoma County.
- Work with hospitality businesses for unique stories to leverage in their marketing and community activities.
- There are 577 articles on Petaluma on their website and 310 Petaluma businesses listed.

5. Role of PTID Subcommittee: **Marie McCusker**

- This is a recommending committee (non-voting).
- The Management District Plan and Scope of Work were handed out. Members were requested to review the information prior to the next meeting.
- The current balance in the account is \$60k; operation costs for the PVP are \$22k.

- There was discussion about working closely with SF Travel and Santa Rosa to keep apprised of their convention calendar so that Petaluma could be marketed to attendees as an affordable lodging alternative. Packages could also be developed.
- Consideration of additional subcommittee members will be discussed at a future meeting.
- Potential mission statements were reviewed. Input was that it should include heritage, stewardship and forward-thinking components.

6. Next Meeting: Quarterly on the first Tuesday. Next meeting August 6 at 3:00pm at Hotel Petaluma

7. Meeting Adjourned