

PETALUMA LODGING
ASSOCIATION

Board of Directors Annual General Meeting
Minutes for July 20, 2022
Meeting held at the Sheraton Hotel

- **Call to Order/Introductions:** Meeting called to order by Gregg Pearson at 3:10pm.
- **Roll Call:**
 - Present: Gregg Pearson - Sheraton Sonoma Wine Country, Kirk Lok – Quality Inn, Shannon Kremer – Hotel Petaluma, Pauline Wood – Petaluma KOA, Marie McCusker – Petaluma Downtown Association, Mary Roualdes – Petaluma Visitors Program
 - Absent: Bob Everhart – Best Western, Adrian Vasquez – Hampton Inn, Sean Marsden – Courtyard Petaluma, Reena Prasad – Motel 6, Art Atherton – Metro Hotel
- **Public Comment:** None
- **Approval of Minutes:** Shannon (motion), Pauline (2nd); Minutes approved.
- **PLA Board Members:** Each member gave a quick update and status of each of their properties:
 - **KOA – Pauline** - All staffed up although they have made some personnel changes. They have 14 international students working for them. They have opened a second retail store and are focusing on souvenirs & gifts. “My Happy Place” pillow is a huge seller. Their kids are currently working in the business and will ultimately take over. Events: Paint Night; Wine Wednesday
 - **Hotel Petaluma – Shannon** - They are in need of more corporate groups. Many meetings have been cancelled due to COVID, although they are in better shape now because they have people in second position. Cousteaux Bakery moving into parlor. Looking to make Ballroom into a small events center. Events: August Karaoke Night
 - **Quality Inn- Kirk** – Leisure market is strong however meeting market is redefining itself. They are looking for new opportunities
 - **Sheraton - Gregg** – Renovations are under way with completion of lobby floor. Looking to submit permits by the end of July for other public spaces. Weekends have been super busy; weekdays are soft. Leisure market is up; corporate down. Events: Mystery Dinner
- **Financial Update:** Marie went over the financial reports. Kirk requested that another line item be added to further define the 5% contingency fees.
- **Marketing and Event Update:**

- Print media: 2022- 2023 Petaluma Visitor Magazine has been published. The Guide was distributed to all board members.
- Digital media: The PVP continues to run digital marketing campaigns through Madden Media and the marketing staff has been working diligently on the new Visit Petaluma website.
- Events: Art & Garden was well attended and a huge success.
- **BIA County Increase:** The Sonoma County Tourism proposal was shared and discussed in depth. The request was to go from 2% to 3%. Here are some of the general concerns:
 - What's in it for Petaluma?
 - This is a 50% increase! Is the increase going to targeted Petaluma programs?
 - Healdsburg & Sonoma get more attention without paying anything
 - SCT seems to support the squeaky wheel
 - Leads are not qualified
 - In favor of increase if allocated the right way
 - Would like to see a more specific business plan
 - Would like to see how they are going to market each of the segments
 - Consider talking to other cities for more direct benefits
 - Would like to see quantifiable, measurable, and definitive KPI's.

It was decided that additional information is needed before any decision can be made. Board will draft a letter and send to SCT in response to their request.

- **Next Meeting Date**
The next meeting is scheduled for Thursday, September 22, 3pm at Hotel Petaluma in the Conversation Room.
- **Meeting adjourned at 5:10pm**