

PETALUMA LODGING
ASSOCIATION

Board of Directors Meeting Minutes

Meeting Date: November 13, 2024 – Hotel Petaluma

- **Call to Order/Introductions:** Meeting called to order by Max at 3:03 pm.
- **Roll Call: Board**
Max Childs – Home 2 Suites, Adrian Vasquez – Hampton Inn,
Sara Martin – Hotel Petaluma, Brad Calkins – Sheraton Petaluma
Absent: Pauline Woods, KOA

Staff: Marie McCusker – Petaluma Visitor Program & Petaluma Downtown
Association, Ann Hutchinson – Petaluma Visitors Program,
- **Approval of Minutes:**
Adrian motioned to approve Sept. 25, 2024, minutes; Sara seconded; so, moved.
- **Brad welcomed, transportation and parking discussion.**
Ann to send Sara Rideshare contact, mentioned introductory offer. Sara wants LUMAGo flyers. Marie invited board members to give feedback to her regarding LUMAGo and parking and she can send on to Maria in the city's transportation dept. New construction at the corner of D and Copeland affecting parking. Sara shared concerns about the Hall of the Above exasperating parking issues. Marie said there needs to be a meeting with stakeholders and we need to get developers and businesses to be more mindful and creative around parking. Turning empty lots into paid parking.
- **Absenteeism affecting voting, signatures.**
The board needs another signatory that is more available. Marie suggested Sara. Marie consulted the bylaws during discussion, which state that the board may appoint a VP to act when the Chairman is unavailable. This VP could be a signatory.

MOTION: Board moves to approve a new position, VP, to act in Chair's absence and be signatory. Max moved; Brad seconded. So moved.

MOTION: Board moves to nominate Sara as VP. Adrian moved, Brad seconded. So moved.

There can only be one signature card on file with the bank. All signers ma new go to bank to sign new card. If Pauline doesn't sign, it does not invalidate the card. She just can't sign checks until she does. Marie will confirm this with the bank.
- **Officers, Members and Signatories:**

PETALUMA LODGING
ASSOCIATION

Max Childs, Chair (and signatory)
Adrian Vasquez, Treasurer (and signatory)
Sara Martin, Vice President (and signatory)
Pauline Woods, Secretary (and signatory)
Brad Calkins, member

- **AHP Certification Training Update**

Tracy Koch of Sonoma County Tourism provided an update via email that Marie presented to the board: "San Antonia is definitely starting in January! We are hoping around 10-15 kids, but I don't have that detail or the start date yet." Marie brought Brad up to speed on the program. Offerings to high school students is folded into existing curriculum.

PLA will ask Tracy to set up dates for two four-hour AHP training sessions. Can offer two. One in the morning, one in the afternoon. Same hotel or two different hotels. As previously discussed, PLA will pay for PTID front desk staff to attend.

- **Advisory Committee Meeting**

Advisory Committee: Kirk Lok (Quality Inn), Cheryl Quist (Petaluma Gap), Max, Adrian, Eric Lafranchi (Taps and Hanks), and Karen Nau (City liaison). Marie explained purpose to Brad.

Ann is working on an introductory letter and has drafted the card that staff would take to establishments to receive discount and gain increased knowledge that they pass along to guests. Will send to Eric and Adrian by Monday, Nov. 18. Adrian said card should not list participants. Sara suggested QR code to webpage that can be updated as participants or offers change. Adrian added that this would also reduce printing costs. Ann agreed to this plan.

Marie reminded Board that the committee needs to have more hoteliers than those who aren't. She invited Sara to join the advisory committee. Sara agreed.

- **Policy Forms Distributed and Signed**

Conflict of Interest and Confidentiality policies were distributed and returned signed.

- **Financial Update and Marketing Discussion**

Marie walked board through financials, which were distributed. Marie agreed to supply Brad with an itemized breakdown of the marketing costs. Marie shared that the PVP is exploring options for a digital marketing agency as it may be time to change it up. Sara mentioned that rack cards are phasing out as a thing. Mentioned giant picture frames. Ann described the one at the Santa Rosa Visitor Center. Adrian said some hotel chains don't even let them display rack cards. Marie said our rack cards are distributed further afield. San Francisco is a big

PETALUMA LODGING
ASSOCIATION

market for Petaluma. Adrian suggested reciprocating with other Northern California locales that would not be competition. Cross promotion with them.

Sara asked about advertising on SMART or Groome. SMART doesn't allow ads on train. Need to advertise further out. SMART does adv in SF, so perhaps we can partner with them in that way. Marie said that we should bring SMART into a meeting.

Marie asked board to share their sales and marketing people's names and contact with Ann, so she can build relationship and support their marketing efforts. Sara, Adrian and Max said they only had one. Brad has 3.

- **Upcoming Events**

Marie invited board to drop by items for the Shop Small bags and flyers/rack cards for LUMA Ice kiosk by Nov. 22. Holiday events calendar distributed.

- **Board Member Sharing/Announcements**

Max: New Director of Sales Danni Randolph.

Brad: Renovation – still no start date.

Adrian: Opening bar to public. Happy hour is 4-6 pm. Closed Sunday & Monday. It's called 1892. Will send info to Ann.

Sara: Hotel Petaluma will do flurries again. On the hour and half hour. They are bubbles. Ann will add to holiday blog and eblast. Sara said the events that happen in the Hotel don't benefit the hotel and add to the congestion, so it's good that the festival of trees and other events have moved elsewhere. Gingerbread event is hosted by the hotel itself as a way to give back to the community. Suggested bringing Lagunitas in to present at a PLA board meeting. Suggested getting big-name comedians into town.

- **Action Items**

Marie will:

1. Supply minutes to bank and confirm with bank that Pauline not signing will not invalidate new card.
2. Supply Brad with an itemized breakdown of the marketing costs.

Ann will:

1. Send Redwood Bikeshare contact to Sara. DONE
2. Create webpage and send collateral with QR code for Advisory Committee

PETALUMA LODGING
ASSOCIATION

project to Adrian and Eric by Mon., Nov. 18. DONE (12/4)

Adrian will:

Send info re 1892 to Ann.

Sara will:

Join the advisory committee.

Board will:

1. Give feedback, as needed, to Marie to give to Maria at City.
2. Sign new signature card at bank (all signers-see above).
3. Share sales/marketing staff names and contacts with Ann.
4. Drop off items for the Shop Small bags and LUMA Ice kiosk by Nov. 22.

• **Proposed actions:**

1. Meeting with developers and businesses to be more mindful and creative around parking.
2. Inviting hoteliers in PTID to offer their locations for AHP trainings. Board to send staff to same.
3. Inviting representatives (one at a time) from The Mystic, the Phoenix, Lagunitas, and SMART to a board meeting to share what they're doing and learn what the PLA is doing. (During public comments period.)

- **Next Meeting:** Thursday, January 16, 2025, at Hampton Inn, 3 - 5 pm

- **Adjourned:** 4:59 pm