

PETALUMA LODGING  
ASSOCIATION

## Board of Directors Meeting Minutes

Meeting Date: November 15, 2023

- **Call to Order/Introductions:** The meeting was called to order by Max at 3:15 pm.
- **Roll Call:**

Present: Max Childs – Sheraton Sonoma Wine Country, Adrian Vasquez – Hampton Inn, Sara Martin – Hotel Petaluma, Ken Murakami – Home 2 Suites, Marie McCusker - Petaluma Downtown Association, Mary Roualdes – Petaluma Visitors Program
- **Approval of Minutes:**

Adrian made a motion to approve; Ken made a second; the motion passed.
- **AHP Certification Update:**

Tracy has been working diligently with Petaluma Schools to set up a syllabus for the students. There has been discussion about organizing one long day or a series of multiple days and sessions. She is hoping to have set dates before the winter break.
- **PTID Renewal:**

Marie congratulated the team on the approval of the 10-year renewal. The relationship between the hoteliers and the City has grown immensely over the past several years.

The next steps are to create a new agreement with the Petaluma Lodging Association, Petaluma Tourism Improvement District, and the City of Petaluma as well as an agreement with the Petaluma Downtown Association, Petaluma Lodging Association, [mary@visitpetaluma.com](mailto:mary@visitpetaluma.com) and Petaluma Visitors Program.
- **Financial:**

Marie shared the P&L
- **SCT Follow Up:**

As a follow-up discussion to the meeting that the PVP hosted at Brooks Note regarding events/meeting spaces, there is a strong desire for SCT to consider Petaluma as a primary destination. We must continue to share with SCT our many meeting/event offerings and unique spaces. The PLA would like more quality referrals as the few they have received are poor. They would also like to understand how they determine “luxury” and how are our hotels rated.

- **Board Member Announcements:**

All are concerned with the upcoming slower months and what can be done to help boost occupancy. We discussed a special PVP rate and asked that each of the hotels provide information and a link to their offer to promote on the Visit Petaluma website, social channels, and at the Visitors Center.

There was a discussion about the visitor experience and training our amazing hospitality workers. How can they talk about a restaurant or activity if they haven't experienced it themselves? How can we get them more exposure? Affordability is a huge issue. How do we reward outstanding individuals? More discussion is needed.