

PETALUMA LODGING  
ASSOCIATION

**Board of Directors Meeting Minutes**  
**Minutes for November 16, 2022**  
**Meeting held at the Hampton Hotel**

- **Call to Order/Introductions:** The meeting was called to order by Gregg Pearson at 3:13 pm.
- **Roll Call:**  
Present: Gregg Pearson - Sheraton Sonoma Wine Country, Shannon Kremer – Hotel Petaluma, Kirk Lok – Quality Inn, Adrian Vasquez – Hampton Inn, Marie McCusker – Petaluma Downtown Association via conference call, Mary Roualdes – Petaluma Visitors Program
- **Public Comment:** None
- **Approval of Minutes:** Motion to approve – Shannon; second – Adrian; July Minutes were approved
- **PLA Board Members:** Each member gave a quick update and status of each of their properties:
  - **Sheraton** – Gregg appointed to SCT Board. Currently undergoing major renovations. Waiting on permits from the City of Petaluma. All have been approved by Marriott
  - **Hotel Petaluma** – Shannon is in the process of converting to a Hilton brand as part of their “Tapestry Collection.” Looking at new systems and new equipment. The contract with Choice ends in February then they will go month to month. (Hopefully by April). The hotel was partially shut down by City Fire Marshall, definitely a challenge, but working through it. Gearing up for the holidays and Gingerbread Showcase & Competition.
  - **Hampton Inn** – Adrian is fully staffed and has hired a new night auditor and sales manager (Robin). Looking to add an additional 18 guest rooms for a total of 93. They will be doing a 5-year furniture refresh.
  - **Quality Inn** – Kirk shared that they are doing well during the weekdays. The Hilton build is helping them. Lower occupancy from Labor Day to Memorial Day.
- **Financial Update – Marie McCusker**  
Marie said that she would send the financial reports via email as she attended this meeting via conference call.

- **Accredited Hospitality Program Update:** Mary & Marie met with Tracy Koch to get an update. Tracy is ready to move forward with the program. She is going to reach out to Casa Grande's Hospitality Program (Culinary Arts) to get something started when school begins again in January.
- **Sonoma County Tourism Update/BIA** – Everyone received the updated letter from Sonoma County Tourism; the 350K was dropped.
- **Marketing and Event Update**
  - Marketing & promotion of events are in full swing. A full holiday events calendar was printed and distributed in the Argus-Courier on Veteran's Day and promoted on the Visit Petaluma website and on all social media. Signature events include, but are not limited to Santa's Riverboat Arrival, Shop Small Saturday, Theater Square Tree Lighting, Holiday Open House and Marketplace, Lighted Boat Parade, and City of Lights Driving Tour.
  - Digital media: The PVP continues to run digital marketing campaigns through Madden Media. The marketing staff has been working diligently with Madden Media on the new Visit Petaluma website.
  - The marketing team is currently planning Butter & Egg Day's 40<sup>th</sup> year anniversary and the 2023 event calendar year.
- **Board Discussions**
  - There was a general consensus to continue to educate City Council, invest in our BIA to grow TOT, and for everyone to understand the value proposition.
  - Invite an Associate Board Member to attend our PLA meetings and have the PDA make a presentation to the PLA.
  - There was a brief discussion regarding growing business in the low season. Targets include athletic teams, religious groups, and the cannabis industry.
- **Next Meeting Date**  
The next meeting is scheduled for January 18, 2022, at the Sheraton Hotel.
- **Meeting adjourned at 4:43pm**