

PETALUMA LODGING
ASSOCIATION

Board of Directors Annual General Meeting
Minutes for May 18, 2022
Meeting held at the Sheraton Hotel

- **Call to Order/Introductions:** Meeting called to order by Kirk Lok at 3:13pm.
- **Roll Call:**
 - Present: Kirk Lok – Quality Inn, Gregg Pearson - Sheraton Sonoma Wine Country, Shannon Kremer – Hotel Petaluma, Bob Everhart – Best Western Hotel, Adrian Vasquez – Hampton Inn, Marie McCusker – Petaluma Downtown Association, Mary Roualdes – Petaluma Visitors Program
 - Absent: Pauline Wood – Petaluma KOA, Sean Marsden – Courtyard Petaluma, Art Atherton – Metro Hotel, Reena Prasad – Motel 6, Shia Patel – America’s Best Value Inn Petaluma
- **Public Comment:** None
- **Approval of Minutes:** No minutes were presented
- **PLA Board Members:** Each member gave a quick update and status of each of their properties:
 - **Best Western** was able to keep all of their staff members during Covid. Bob shared that their core employees have a tenure of 6-7 years.
 - **Sheraton** had to close everything during pandemic (union hotel). Currently working to staff key positions. In need of a Maintenance Manager and Chef.
 - **Quality Inn** – Going strong. However, Kirk shared that Petaluma rates are lower than the marketplace.
 - **Hotel Petaluma** – Coming back, but midweek rentals are not making it quite yet. Shannon is currently interviewing for Guest Services and has come across several good candidates that she won’t be able to hire. She is happy to provide referrals.
 - **Hampton Inn** – Adrian has been on board for 6 weeks and is evaluating staffing needs.
- **Ballot Count:** Marie shared this year’s results:
 - **Adrian Vasquez** – Hampton Inn; will be assuming Gary Serman’s position 2021-23
 - **Sean Marsden** – Courtyard Petaluma – voted onto the Board 2022-24
 - **Greg Pearson** – Sheraton Hotel – Voted onto the board 2022-24
 - **Shannon Kremer** – Hotel Petaluma – continuing term 2021-23
 - **Pauline Wood** – KOA – continuing term 2022-23

Board Officers will be voted upon in a secondary election.

- **Sonoma County Tourism – Tracy Koch**

Tracy gave a brief overview of the Accredited Hospitality Program (AHP) that she hopes to integrate at high schools within Petaluma. This program has already been offered in West County with success. There are five general components: Power of Tourism; Natural and Sustainable Tourism, Wineries and AVAs, Art History and Culture, Customer Service and Visitor Safety. Tracy noted that this was a separate entity from CTA as their curriculum is original and proprietary. The cost of the program is \$45 for the initial class and \$20 for renewal. For high students the initial class is \$10 and \$20 for renewal. **Shannon** made a motion for PLA to provide a \$1000 scholarship for students wishing to participate. **Gregg** provided second. Motion passed.

The Accredited Hospitality Program was designed to provide a comprehensive curriculum based on the foundational elements that make Sonoma County so unique. Whether you're a manager looking to build a strong team, or an individual looking to elevate your skills, we strongly encourage you to register for the program. We want to continue to boast a high level of service for our visitors.

- **Marketing and Event Update**

- Print media: Production is moving along for the 2022 Petaluma Visitor Magazine with a photo shoot scheduled at TAPS for Friday, May 20.
- 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.
- Events have returned: Butter & Egg Day Parade was held on April 23 and was the largest ever to date. It was followed by the Spring Antique Faire on April 24. Salute to American Graffiti is May 21 and Art and Garden will be held on July 10.

- **Annual Report**

A dossier that includes a financial recap for 2021 was provided to each attending member. In the interest of time, Marie asked everyone to please review and submit any questions to her.

- **Board Announcements and General Updates**

- There is strong interest in exploring a job portal or additional opportunities for recruitment.
- Petaluma Wine Gap offers an accreditation program that consists of an online 25-minute training video hosted by award-winning wine writer Elaine Chukan Brown, a study guide, and an optional online certification test.
- Please be sure to download the new Sonoma County App. It is an awesome tool and available for the Apple iPhone or Android.

- **Next Meeting Date**

The next meeting is scheduled for July 20, 2022 at Hotel Petaluma in the Conversation Room.

- **Meeting adjourned at 5:04pm**