
Community Outreach

1. Community Meeting 1 – July 28, 2022 – 7PM to 8PM (in-person)

- Riverfront Café – 224 B Street, Petaluma, CA
- Noticing Process:
 - Direct Outreach
 - Posted through Petaluma Urban Chat, and direct emails to interested parties
 - Promotional Presentation on Petaluma Urban Chat website
- Attendance: 30-35 people
- Summary:
 - Presented project renderings to audience with attendance of architect. Received commentary from community members.
 - Commentary:
 - Traffic
 - Parking concerns
 - Building mentions:
 - Size of building
 - Modernity of building
 - Brand

2. Community Meeting 2 – November 9, 2022 – 6PM to 7PM (in-person)

- Petaluma Community Center – 320 N McDowell Blvd, Petaluma, CA
- Noticing Process:
 - Radius Noticing
 - Radius map provided by City of Petaluma (dated September 30, 2022) – 536 addresses
 - Direct Outreach
 - Posted through Petaluma Urban Chat and direct emails to interested parties
 - Attendance: 5-10
 - Summary:
 - Presented project renderings to audience. Received commentary from community members.
 - Commentary:
 - Traffic
 - Parking concerns
 - Building size and height
 - Brand

3. Community Meeting 3 – December 8, 2022 – 11AM to Noon (in-person & zoom)

- Riverfront Café – 224 B Street, Petaluma, CA
- Noticing Process:
 - Radius Noticing
 - Radius map provided by City of Petaluma (dated September 30, 2022) – 536 addresses
 - Direct Outreach
 - Posted through Petaluma Urban Chat
 - Emails to past attendees
 - Attendance: 25-30
 - Summary:
 - Updated renderings and presentation to reintroduce the project to community members.
 - Commentary:
 - Traffic
 - Parking concerns
 - Building size and height
 - Brand

4. Community Meeting 4 – April 12, 2023 4:30PM to 6:30PM (in-person)

- Brooks Note Winery – 426 Petaluma Blvd N, Petaluma, CA
- Noticing Process:
 - Radius Noticing
 - Radius map provided by City of Petaluma (dated September 30, 2022) – 536 addresses
 - Posting in Argus Courier
 - Direct Outreach
 - Posted through Petaluma Urban Chat
 - Posted through Downtown Business Association
 - Posted through Petaluma Winegrowers Association
 - Emails to past attendees and interested parties
 - Attendees: 40+
 - Summary:
 - Introducing partnership with Appellation Hotels, updated renderings and updated timeline. Received commentary from community members.
 - Commentary:
 - Positive feedback regarding hotel brand
 - Parking concerns
 - Building size
 - Modern look of building

5. Community Design Review Meeting – May 9, 2023 – 4PM to 5PM (zoom)

- Zoom only
- Noticing Process:
 - Direct outreach
 - Direct outreach to community members who had expressed interest in holding design review meeting
 - Attendance: 3
 - Summary:
 - Meeting agenda is to incorporate some of the comments made at previous meetings about building design. Discussed with concerned members of community options to incorporate more of a historical look.

6. Community Meeting 5 – May 16, 2023 – 4:30PM to 6:30PM (in person)

- Brooks Note Winery – 426 Petaluma Blvd N, Petaluma, CA
- Noticing Process:
 - Direct Outreach
 - Direct outreach to community members and past attendees
 - Posting through Petaluma Urban Chat
- Attendance: 50+
- Summary:
 - Presenting updated renderings with additional 5th floor set back.
- Commentary:
 - Positive feedback on 5th floor set back
 - Parking concerns
 - Modern look of building

Community Outreach – Individual Groups

7. Petaluma Winegrowers Association – April 4, 2023

- Location: In person at Sherry & Tim Crichfields, 2935 Edwin Kelsey Way, Petaluma
- Setup with Cheryl Quist – Association Manager
- Attendance: 6+ (Board of Directors)
- Summary:
 - Shared project overview and vision
 - Discussed design, hotel programming, and community impact
 - Desire to work with / support Petaluma Gap winegrowers
- Commentary:
 - Clarified understanding of hotel massing and height
 - Better understanding of hotel amenities and positioning
 - General support of the project

8. Petaluma Downtown Business Association April 6, 2023 900am

- PDBA Office – 211 Lakeville St, Petaluma
- Setup with Marie McCusker – Executive Director
- Attendance: 20+ (Board of Directors)
- Summary:
 - Shared project overview and vision
 - Discussed design, hotel programming, and community impact
- Commentary:
 - Clarified understanding of hotel massing and height
 - Better understanding of hotel amenities and positioning
 - General support of the project

Upcoming Community Outreach

9. Community Meeting 6 – June 13/14, 2023 – Multiple meetings throughout the two days (in person and virtual)

- LivXplore – 10 4th st, Petaluma, CA
- Noticing Process:
 - Direct outreach: Focused groups of business and key leaders in downtown Petaluma
- Attendance:
- Summary:
 - Agenda to present updated renderings and timeline to small focus groups of key leaders and downtown business owners.
 - Community leaders to provide feedback on project

10. Required Community Meeting prior to submission (Date to be determined)

- Location: TBD
- Noticing Process:
 - Direct Outreach
 - Newspaper
 - Social Media
 - Flyers
 - Petaluma Urban Chat
- Attendance:
- Commentary: Designated to advise public of final submission to city and planning commission. Present updated renderings reflecting design updates and additional step back on building. Receive commentary from community on these subjects.

11. Other One on One Community Outreach / Key stakeholders

- One on One Key Stakeholders:
 - Onita Pelligrini, CEO Chamber of Commerce 5.15.23
 - Seair Lorentz, River Park Association 5.16.23
 - Max Childs, President Hotel Association/ GM Sheraton 5.16.23
 - Claudia Vecchio, CEO Sonoma County Tourism 5.15.23
 - Tony Najiola, Owner / Chef Central Market 4.12.23
 - Mike Richardson, Owner Kapu Tiki Bar, 4.12.23
- Summary:
 - Agenda to present updated renderings and timeline to small focus groups of key leaders and downtown business owners.
 - Community leaders to provide feedback on project