

From: [Pascoe, Samantha](#)
To: [Pascoe, Samantha](#)
Subject: FW: City Ordinance Protecting Hospitality Worker Job Security
Date: Monday, April 19, 2021 2:30:12 PM

From: Kirk Lok <kirklok@thelokgroup.com>

Sent: Monday, April 19, 2021 1:59 AM

To: Barrett, Teresa; Barnacle, Brian

Cc: Marie SaintClair; Pauline Wood; Bob Everhart; Art Atherton; Graham MacDonald Smith; Shila Patel; James Wu; Richard DeCarli; Noe Saint-Clair; Angela DeCarli; Marshall Young; Perry Patel; Don Desai; Michael Trillo; Gary Sterman; Shannon Kremer; Marie McCusker; Colleen Rustad; Claudia Vecchio; Steve Jung; Eric Markson; Flynn, Peggy; David Rabbitt

Subject: City Ordinance Protecting Hospitality Worker Job Security

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Dear Mayor Barrett and Vice Mayor Barnacle,

I am the owner of the Quality Inn Petaluma and am the President of the Petaluma Lodging Association. I also sit on the Board of Sonoma County Hospitality Association and the Board of Sonoma County Tourism.

I respectfully ask that you reconsider the proposed City Ordinance that alleges to protect Hospitality Worker Job Security. Here are my reasons for concern:

1. Hotels and the rest of the hospitality industry are finding that there is a labor shortage, and this is a nationwide problem.
2. Hotels and the rest of the hospitality industry are competing for labor with new industries—Amazon, Grubhub, and many other gig economy sector jobs. This is a structural change in our economy, as the gig economy is fundamentally changing how bricks and mortar businesses survive in the immediate and long term future. We all compete for a shrinking labor force to support many small businesses.
3. Sonoma County is a tight labor market, and wages for hospitality workers continue to rise competitively above the new \$15.25 minimum wage.
4. Hotel recovery is primarily due to increase in transient (individual business and leisure guests) growth, especially in Sonoma County. Conventions, group meetings, conference business (In Petaluma-only in Sheraton caters to large group business) will not recover soon, due to Covid-19 protocols. Furthermore, these types of group business generally requires extensive planning and a 12-24 month lead time before guests stay in a hotel.

5. There are many positions open in hotels throughout Sonoma and Marin County, but the types of jobs that cater specifically to the groups and conventions meeting will be slow in recovering.
6. This ordinance will layer in another enforcement and accountability issue for city government and local lodging employers, when both city government and lodging employers are just beginning to see light at the end of a financially painful year of Covid-19 shutdown. We both need to focus on getting back to business—the new post Covid-19 business. This ordinance merely hinders our collective ability to recover.
7. California legislature is drafting similar legislation to allegedly protect Hospitality Workers. I hope that there is a healthy dialogue at the state level with industry leaders and labor as to the reality of the labor market in the near term and long term. What the post Covid-19 hospitality industry will look like, will be driven by post-Covid-19 consumer taste, preferences, sense of personal safety. The need for travel has and will in the future change, as hotels and the hospitality industry reinvents products and services to a post Covid-19 aware consumer of travel. This ordinance will only hinder the City of Petaluma and it's hospitality industry to respond to changing times.

I respectfully ask for your consideration. Let's have a genuine dialogue before you vote on this ordinance.

Kirkman Lok, CEO

LOK GROUP OF COMPANIES

5050 Petaluma Hill Road, Santa Rosa, CA 95404

O: (707) 584-8280 x 108 | M: (707) 396-0587

www.thelokgroup.com | kirklok@thelokgroup.com

Quality Inn, Petaluma, CA

Fairfield Inn & Suites, Sebastopol, CA

Quality Hotel Americana, Nogales, AZ

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