



TMD Task Force Meeting Agenda

Meeting:Time:

Date: July 17, 2014

Time: 12 p.m.

Location: Best Western Plus Capitola By-the-Sea Inn and Suites-1435 41st Avenue
Capitola

CALL TO ORDER

PUBLIC COMMENT

- I. Welcome and Self-Introductions
- II. Status of Current TMD's /Scope of Work and Timeline to complete
- III. Review TMD/TOT and Marketing Budget Trends for other California Destinations
- IV. Initial Group Feedback: Questions/Concerns/Comments
- V. Communication Plan Throughout Process with TMD Members & Elected Officials
- VI. Next Step: Schedule Future Meeting Dates & Goals
- VII. Adjourn

CVC Board TMD Task Force Members:

Moderator: Cynthia Mathews, Santa Cruz City Council Member

Chair: Chris Ferrante – Owner, Beach Street Inn and Suites

- Dan Aspromonte – Owner, Best Western Plus Capitola By-the-Sea Inn and Suites, Rose Garden, Fairfield Inn & Suites, Seaway Inn
- Bhavesh Patel – Owner, Ramada Inn Limited
- Max Schultz- Director of Sales & Marketing, Santa Cruz Dream Inn
- Merry Crowen- Vice President, Sea & Sand Inn, Carousel Beach Inn
- Victor Patel- Owner, National 9
- Bijal Patel- Owner, Quality Inn
- Richard Higdon- General Manager, Hilton Santa Cruz/Scotts Valley
- Mickey Holzman- President, Pajaro Dunes
- Kamallesh Patel- Owner, Econolodge Inn & Suites
- Adrienne Cleary- Asst. General Manager, Seascape Resort

Staff Support: Maggie Ivy, CEO

Chandra Donohue, Executive Assistant