



## **TMD Task Force Meeting Agenda**

**Date:** September 11, 2014

**Time:** 12 p.m. - Lunch will be provided

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

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **DISCUSSION AND VOTING ITEMS**

- I. Approval of Minutes\*
- II. Legal Update- Thomas D. Morell, Esq., Berliner Cohen- Attorneys at Law
- III. Review International Marketing Report – Q & A on Program Expansion
- IV. Review Second Round Estimated Rate Structures for ADR Tiers
- V. Five Year vs. a Ten Year TMD
- VI. Old Business
- 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, Howard Johnson Inn
- 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 Motel
- Bijal Patel- Owner, Quality Inn Santa Cruz Mountains
- Richard Higdon- General Manager, Hilton Santa Cruz/Scotts Valley
- Mickey Holzman- President, Pajaro Dunes Resort
- Kamallesh Patel- Owner, Econolodge Inn & Suites
- Adrienne Cleary- Asst. General Manager, Seascape Resort

**Staff Support:** Maggie Ivy, CEO

Chandra Donohue, Executive Assistant

*\* Voting items*