



TMD Task Force Meeting Agenda
Meeting #6

Date: September 25, 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. Review Updated RevPAR Estimated Rate Structure*
- III. Recommendations for periodic assessment increases within term of
Tourism Marketing District
- IV. Next Steps
- V. Old Business
- VI. 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
- Kamalesh Patel- Owner, Econolodge Inn & Suites
- Adrienne Cleary- Asst. General Manager, Seascape Resort

Staff Support: Maggie Ivy, CEO

Chandra Donohue, Executive Assistant

** Voting items*