



TMD Task Force Meeting Agenda

Date: September 4, 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 Estimated Rate Structures for Potential Models:
 1. Tiered based on ADR or RevPar
 2. Percentage of Rate
- III. Status Quo vs. Growth in Budget Projections
- IV. Five Years vs. Ten Years
- 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
- 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
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Staff Support: Maggie Ivy, CEO

Chandra Donohue, Executive Assistant

** Voting items*