

## Board of Directors Application

**Please complete the application form in full and return by May 5, 2017 to:**

[Kelly@seemonterey.com](mailto:Kelly@seemonterey.com) or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

<b>Contact Information</b>	
Name	Jacque Atchison
Title	Deputy Director
Company	Arts Council for Monterey County
Street Address	Sunset Center, Room 5
Mailing Address (if different)	PO Box 7495
City ST Zip Code	Carmel, CA 93921
Work Phone	831-622-9060 x104
Cell Phone	831-200-5400
E-Mail Address	jacquie@arts4mc.org

<b>Term and Category</b>	
Which category applies to you? <input type="checkbox"/> Hotel/Lodging <input checked="" type="checkbox"/> At-Large	
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect? <input checked="" type="checkbox"/> yes <input type="checkbox"/> no	
Are there days of the week you are <b>unable</b> to attend meetings? <i>(please fill in below)</i>	
Weekday mornings	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <input type="checkbox"/> Fri
Weekday afternoons	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <input type="checkbox"/> Fri

***If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.***

1. Paulette Lynch 831-622-9060 x101 paulette@arts4mc.org
2. Dave Spaur 831-755-5387 SpaurD@co.monterey.ca.us
3. Mairead Hennessey 831-233-8367 mairead32@yahoo.com

## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

I fell in love with Monterey County when I first came here in 1984 during a Feast of Lanterns celebration in Pacific Grove. When I first moved to Monterey County, I volunteered for one year at the Tourist Information Center. It was a great introduction for me to learn about the amazing place I live in, and to share my appreciation with the visitors to our community. I am a strong supporter of tourism and marketing our enviable location to others.

I would be honor to bring my leadership and consensus building skills to the MCCVB Board of Directors, in support of its mission.

Have you ever served on a board of directors?  Yes  No

(If yes, please explain below)

### Special Skills and Qualifications

Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

I have spent the last four (4) years on the Pacific Grove Economic Development Commission, including the last two (2) years as Chair. During this time, I created the successful "Cash Mobs" which provided much needed revenue to some of our local small businesses, and attracted local and national media attention. I met with Rob O'Keefe and Alliah Sheta to encourage improving the marketing of Pacific Grove at the Monterey Airport. We now have a strong presence there, including our brochures on display also.

I spent over seven (7) years on the Board of Directors of the Aptos Chamber of Commerce, including holding the positions of President, Treasurer and Secretary. I led the creation of the first ever strategic plan for the chamber, "to facilitate the development of a strategic, community-wide economic development program responsible for long-term growth and prosperity." I also developed political and business relationships to promote local economic development.

I served as Vice President of the California Lodging Industry Association for almost three (3) years, developing programs and benefits for independent hotel owners throughout California. I was also a Hotel Controller in IN.

I have also served on the boards of several nonprofits including Santa Cruz Community Credit Union, Santa Cruz Shakespeare, Hands4Hope and the Council for Entrepreneurial & Economic Development.

I am a 2015 graduate of Leadership Monterey Peninsula, where I had the opportunity to learn about the entire county and meet and build relationships with local dignitaries and business people.

## Board of Directors Application

### Your Relationship with the Monterey County Convention and Visitors Bureau

Please summarize your knowledge of and experience with the MCCVB.

I know that the MCCVB is the primary marketing organization for the county of Monterey and has been very successful with the support of the County and local jurisdictions. I also completely understand the Development Set-Aside (DSA) agreements and the importance of TOT for our County.

I have worked with MCCVB staff on marketing ideas and efforts for the City of Pacific Grove. I invited MCCVB staff to provide a marketing presentation to the PG Economic Development Commission to provide information to support our marketing efforts.

I have also attended several of the annual lunches, and board meetings, representing the Arts Council for Monterey County.

### Your Vision for the Monterey County Convention and Visitors Bureau

What do you feel are the most important priorities or goals for the MCCVB in the next few years?


Hopefully, based on the completion date of the Convention Center, attracting more national conventions to our county.

Collaborating more with the local jurisdictions to promote their businesses, attractions and events.

Because tourism to the US has declined since the first of the year, perhaps focusing on more marketing within the US to attract visitors to Monterey County.

### Agreement and Signature

By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.

Name (printed)	Jacqueline M. Atchison
Signature	
Date	May 5, 2017

## Board of Directors Application

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[Kelly@seemonterey.com](mailto:Kelly@seemonterey.com) or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

Contact Information	
Name	GILL CAMPBELL
Title	CEO
Company	MAZDA RACEDAY LAGUNA SECA
Street Address	1021 HIGHWAY 68, SALINAS 93908
Mailing Address (if different)	P.O. Box 2078, MONTEREY, 93942
City ST Zip Code	
Work Phone	831-242-8214
Cell Phone	831-277-7020
E-Mail Address	gillc@mazdaraceday.com

Term and Category	
Which category applies to you? <input type="checkbox"/> Hotel/Lodging <input checked="" type="checkbox"/> At-Large	
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect? <input checked="" type="checkbox"/> yes <input type="checkbox"/> no	
Are there days of the week you are <b>unable</b> to attend meetings? (please fill in below)	
Weekday mornings	<input type="checkbox"/> Mon <input checked="" type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <input type="checkbox"/> Fri
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**If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

MCCVB is the most effective tool on the Peninsula for tourism attraction, retention, and research. Having been on the board previously, I feel that as a unit, we can all be successful. Support of the MCCVB is extremely important to me as a member of this community & industry.

Have you ever served on a board of directors?  Yes  No

(If yes, please explain below) MCCVB; MCHA

### Special Skills and Qualifications


Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

Representing one of the larger tourism attractions in the County, I feel that I have much to offer the industry at large.

## Board of Directors Application

<b>Your Relationship with the Monterey County Convention and Visitors Bureau</b>	
Please summarize your knowledge of and experience with the MCCVB.	
Since 2001, I have served on the board many times. I do my best to keep abreast of all issues & progress.	

<b>Your Vision for the Monterey County Convention and Visitors Bureau</b>	
What do you feel are the most important priorities or goals for the MCCVB in the next few years?	
To continue to market this destination, whilst keeping all jurisdictions satisfied not an easy task.	

<b>Agreement and Signature</b>	
By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.	
Name (printed)	GILL CAMPBELL
Signature	
Date	7/12/17

## Board of Directors Application

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[Kelly@seemonterey.com](mailto:Kelly@seemonterey.com) or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

<b>Contact Information</b>	
Name	Tim Kessler
Title	Director of Sales
Company	Monterey Plaza Hotel & Spa
Street Address	400 Cannery Row
Mailing Address (if different)	
City ST Zip Code	Monterey, CA 93940
Work Phone	831-645-4035
Cell Phone	
E-Mail Address	tkessler@montereyplazahotel.com

<b>Term and Category</b>	
Which category applies to you? <input checked="" type="checkbox"/> Hotel/Lodging <input type="checkbox"/> At-Large	
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect? <input type="checkbox"/> yes <input checked="" type="checkbox"/> no	
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***If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.***

1. Doug Phillips 831-620-2388
2. John Narigi 831-901-8755
3. John Turner 650-799-8660

## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

As a long time supporter of the MCCVB and Monterey County as a destination, I consider this role to be of the utmost importance. I have served the hospitality community of Monterey for 24 years, and will continue to do so as the prosperity and growth of Monterey is crucial to thousands of people. I have the authority to speak on behalf of the Monterey Plaza Hotel, the ability to communicate the lodging interests of the County, and have served 2 terms on the MCCVB Sales Committee. I am invested in this County both personally and professionally, it is not only the place where I developed my career, but my home. It would be an honor & a privilege to serve on this board, and can ensure my contribution & experience will be of great value.

Have you ever served on a board of directors?  Yes  No

(If yes, please explain below)

### Special Skills and Qualifications

Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

I am a vetted Director of Sales for the Monterey Plaza Hotel & Spa. As a veteran of 24 years, I have gained the important insight necessary to be a successful Board Member. Attracting individuals to this Peninsula is my primary job function, and has been for the better part of two decades. I am familiar with our strengths, seize opportunities, and offer invaluable experience as it pertains to the tourism industry. I offer my years of effective team management, group & leisure business experience, and salesmanship to this Board.



## Board of Directors Application

### Your Relationship with the Monterey County Convention and Visitors Bureau

Please summarize your knowledge of and experience with the MCCVB.

I have worked in collaboration with the MCCVB for 14 years. My role has primarily been in a Sales or Director of Sales capacity, and as an established member of this community. I have attended countless trade shows, sales calls, media visits, and other events directly affiliated with MCCVB. I have developed a meaningful relationship with the MCCVB leadership, as well as Monterey's hospitality professionals.


### Your Vision for the Monterey County Convention and Visitors Bureau

What do you feel are the most important priorities or goals for the MCCVB in the next few years?

Developing a transparent partnership with the MCCVB and its members is the single most important goal we should strive to achieve. With this partnership, we can establish realistic expectations, communicate financial accountability, and develop a synergy amongst our members as well as grow group and leisure business demand. I am prepared to be that effective liaison, and am appreciative of your time and consideration for this essential role.

### Agreement and Signature

By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.

Name (printed)	Tim Kesslea
Signature	
Date	4/27/2017

## Board of Directors Application

Please complete the application form in full and return by May 5, 2017 to:

[Kelly@seemonterey.com](mailto:Kelly@seemonterey.com) or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

Contact Information	
Name	John Lloyd
Title	G.m.
Company	Pine Inn + Tally Ho Inn
Street Address	OCEAN AVE + MONTE VERDE ST
Mailing Address (if different)	P.O. Box 250
City ST Zip Code	CARMEL 93921
Work Phone	624 3851
Cell Phone	238 4385
E-Mail Address	Jlloyd@PINE-INN.COM

Term and Category	
Which category applies to you?	<input checked="" type="checkbox"/> Hotel/Lodging <input type="checkbox"/> At-Large
Would you like to be considered to serve on the Executive Committee in the position of Secretary <u>Treasurer</u> or Chair-Elect?	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no
Are there days of the week you are <b>unable</b> to attend meetings? <i>(please fill in below)</i>	
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**If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.**

1. previously served
2. \_\_\_\_\_
3. \_\_\_\_\_

## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

- 1) To represent Carmel-by-the-Sea with the Ability to report back to the various stakeholders including the HID + Chamber.
- 2) To use my previous MCCVB experience to further grow our market share.

Have you ever served on a board of directors?  Yes  No  
(If yes, please explain below)

### Special Skills and Qualifications

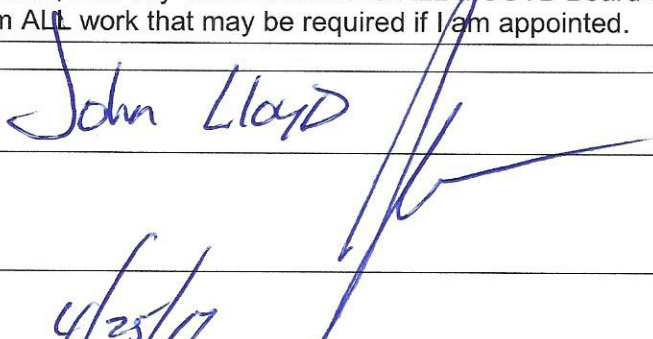
Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

- Twenty-five years on the Monterey Peninsula as G.M.
- Logical, forward thinking with regard to future actions
- Previous MCCVB Treasurer, MCCVB Chair
- During my tenure as chair, we moved offices + hired Tammy.
- Current or previous board experience includes but not limited to:  
Chair - Carmel Chamber (2x), Chair - MCHA, Committee Chair  
Hospitality Recognition Lunch (25 years), MCCVB Treasurer,  
MCHA Treasurer, Carmel Chamber Treasurer,  
MCHA - Hospitality Professional of the Year 2013  
Nice guy!

## Board of Directors Application

<b>Your Relationship with the Monterey County Convention and Visitors Bureau</b>	
Please summarize your knowledge of and experience with the MCCVB.	
Previous chair + treasurer	

<b>Your Vision for the Monterey County Convention and Visitors Bureau</b>	
What do you feel are the most important priorities or goals for the MCCVB in the next few years?	
<ol style="list-style-type: none"> <li>1). Increase market share through targeted marketing + sales</li> <li>2). Maintain current level of funding, ie: Cities + County</li> <li>3). Reduce turnover - stabilize sales force</li> </ol>	

<b>Agreement and Signature</b>	
By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.	
Name (printed)	John Lloyd
Signature	
Date	4/25/17

## Board of Directors Application

Please complete the application form in full and return by April 30, 2014 to:

[kit@seemonterey.com](mailto:kit@seemonterey.com) or mail to

Kit Franke, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

<b>Contact Information</b>	
Name	Sean Panchal
Title	Financial Officer
Company	First Maganson Holdings, Inc.
Street Address	1150 Munras Avenue
Mailing Address (if different)	
City ST Zip Code	Monterey CA 93940
Work Phone	8313732761
Cell Phone	4088586454
E-Mail Address	sean.panchal@presidentsinn.com

<b>Term and Category</b>	
Which category applies to you? <input checked="" type="checkbox"/> Hotel/Lodging <input type="checkbox"/> At-Large	
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect? <input checked="" type="checkbox"/> yes <input type="checkbox"/> no	
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***If you have never served on the MCCVB Board of Directors, please provide three (3) professional references.***

1. Nate Panchal 408-914-1385 Owner ABVI Monterey on Munras Avenue
2. Jeanine Chicourrat
3. Bob Cowdrey

## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

I am interested in serving on the MCCVB Board of Directors due to its impact on travel and tourism.

### Special Skills and Qualifications

Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

Economics of small hotels, Business/Finance, and MCHA

## Board of Directors Application

<b>Your Relationship with the Monterey County Convention and Visitors Bureau</b>
Please summarize your knowledge of and experience with the MCCVB.
It is a professional organization that delivers industry leading sales and marketing programs to maximize travel and tourism.

<b>Your Vision for the Monterey County Convention and Visitors Bureau</b>
What do you feel are the most important priorities or goals for the MCCVB in the next few years?
Community engagement, Conference center, Drive room nights, Top DMO

<b>Agreement and Signature</b>	
By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.	
Name (printed)	Sean Panchal
Signature	
Date	May 2, 2017

## Board of Directors Application

Please complete the application form in full and return by May 5, 2017 to:

[Kelly@seemonterey.com](mailto:Kelly@seemonterey.com) or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

Contact Information	
Name	Brad Shupe
Title	President and General Manager
Company	NCGA / Poppy Holding Inc (Poppy Hills Golf Course and Poppy Ridge Golf Course)
Street Address	3200 Lopez Road
Mailing Address (if different)	
City ST Zip Code	Pebble Beach, CA 93953
Work Phone	831-622-8207
Cell Phone	831-620-5358
E-Mail Address	bshupe@ncga.org

Term and Category	
Which category applies to you? _____ Hotel/Lodging <input checked="" type="checkbox"/> At-Large	
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect? _____ yes <input checked="" type="checkbox"/> no	
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Weekday mornings	___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri
Weekday afternoons	___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri

***If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.***

1. Janine Chicourrat jchicourrat@portolahotel.com
2. John Avella javella@csumb.edu
3. Tony Tollner tony@tdining.com



## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

I greatly admire all the MCCVB has done to promote our county and have always volunteered our golf course (Poppy Hills) and restaurant (Porter's in the Forest) for FAM trips and other programming. If given the chance, I look forward to working as part of the team to support existing projects as well as identifying creative new ones. I believe golf courses have a significant role in Monterey County's hospitality culture. There are 26 golf facilities in the jurisdiction of the MCCVB that belong to the Northern California Golf Association. As the President of Poppy Holding, a wholly owned subsidiary of the NCGA, I have the unique ability to represent all of them. I have served on the MCHA Board for 3 years and truly enjoy being an active participant in the development of "My Monterey". I love Monterey and hope to earn the opportunity to serve the MCCVB.

Have you ever served on a board of directors?  Yes  No

(If yes, please explain below)

### Special Skills and Qualifications

Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

Executive Board (incoming President) - California Golf Course Owners Association  
 Technology Advisory Board - National Golf Course Owners Association  
 Board - Monterey County Hospitality Association  
 Advisory Board - CSUMB Sustainable Hospitality Program  
 Community Advisory Board - Pebble Beach Company

I currently answer to the 19 person NCGA Board and the 7 person Poppy Holding Inc. Board. I have spent 20 years serving country clubs as a General Manager and working for volunteer boards. I am acutely aware of volunteer board dynamics and the unique role directors have creating strategic goals and supporting staff.


I have a BS degree form UC San Diego in Statistics and enjoy analytics, but my true passion is marketing. I work daily with almost all major social media platforms to post inspiring content to a variety of demographics and personas.

Most of all, I love Monterey County and the diverse attractions it has to offer. I am so proud to be a part of this community and be an advocate for its success.

## Board of Directors Application

<b>Your Relationship with the Monterey County Convention and Visitors Bureau</b>
Please summarize your knowledge of and experience with the MCCVB.
<p>The MCCVB is the marketing voice for our county. It is vitally important because we have such a diverse range of businesses that are engaging a diverse group of visitors. You bring us under one umbrella and help us work together to grow exponentially. Your investment and leadership to drive the new convention center is telling the world we are a great destination for business travelers.</p> <p>My direct experience with the MCCVB has mainly revolved around hosting FAM trips for both Poppy Hills Golf course, but also our restaurant Porter's in the Forest. Chef Johnny and I are huge fans of Seafood Watch and enjoyed sharing Johnny with you to promote our destination last year in the Arizona market.</p>

<b>Your Vision for the Monterey County Convention and Visitors Bureau</b>
What do you feel are the most important priorities or goals for the MCCVB in the next few years?
<ul style="list-style-type: none"> <li>• Maximize the impact and success of the new conference center by working closely with the MCC</li> <li>• Continue to inspire the world to visit Monterey County using less traditional marketing strategies and increased digital campaigns.</li> <li>• Encourage members to become more active in MCCVB activities and promote our destination</li> <li>• Continue to support "My Monterey" and find ways to drive enthusiasm to this new program</li> </ul>

<b>Agreement and Signature</b>	
By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.	
Name (printed)	BRAD SHUPE
Signature	
Date	3-29-17

# Board of Directors Application

Please complete the application form in full and return by May 5, 2017 to:

Kelly@seemonterey.com or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

Contact Information	
Name	John C. Turner
Title	General Manager
Company	Intercontinental The (Temat
Street Address	750 (annex row
Mailing Address (if different)	(same as above)
City ST Zip Code	Monterey, California 93940
Work Phone	(832) 375-4500
Cell Phone	(650) 799-8660
E-Mail Address	J.Turner@IAHotel.com

Term and Category	
Which category applies to you?	<input checked="" type="checkbox"/> Hotel/Lodging <input type="checkbox"/> At-Large
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect?	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no
Are there days of the week you are unable to attend meetings? <i>(please fill in below)</i>	
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**If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.**

1. N/A
2. \_\_\_\_\_
3. \_\_\_\_\_

# Board of Directors Application

<b>Interest</b>
Please indicate why you would like to serve on the MCCVB Board of Directors.
<i>I want to get more involved with the CVB and make a positive impact via my involvement and overall leadership. I care deeply about this area and this business.</i>

Have you ever served on a board of directors? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If yes, please explain below)
---

<b>Special Skills and Qualifications</b>
Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.
<i>I have more than 35 years of experience in the hotel industry at a variety of properties - both independants as well as chains. I worked as the Assistant GM at the Monterey Plaza in the 90s and opened the Clement Hotel in 2008. I am a strong networker who likes to get things done. I have been involved with MKHA and also served on the Steinbeck Board as well as the San-MB Hospitality Task Force. I love this destination and this industry and want to do my part to make this area even more robust and vital!</i>

## Board of Directors Application

### Your Relationship with the Monterey County Convention and Visitors Bureau

Please summarize your knowledge of and experience with the MCCVB.

I was a Board member for a number of years. I believe I have a respectable working knowledge of the MCCVB. I know most of the players well.

### Your Vision for the Monterey County Convention and Visitors Bureau

What do you feel are the most important priorities or goals for the MCCVB in the next few years?

- 1) Consistently promote the destination
- 2) Sell this area & it's hotels to Groups
- 3) Help consistently sell the new Caberona Center to Quality Groups with strong A.M.E.

### Agreement and Signature

By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.

Name (printed)

John C. Turner

Signature

John C. Turner

Date

March 25th, 2017

## Board of Directors Application

Please complete the application form in full and return by May 5, 2017 to:

[Kelly@seemonterey.com](mailto:Kelly@seemonterey.com) or mail to

Kelly Gonzalez, MCCVB  
 787 Munras Ave., Suite 110  
 Monterey, CA 93940

Contact Information	
Name	James Velarde
Title	Senior Vice President of Brand Relations/Business Development
Company	Coastal Luxury Management
Street Address	95 Prescott- Second Floor
Mailing Address (if different)	
City ST Zip Code	Monterey, CA 93940
Work Phone	831-622-7770
Cell Phone	831-238-7195 (Best # to use)
E-Mail Address	james@clm-ca.com

Term and Category	
Which category applies to you? ___ Hotel/Lodging ___ <input checked="" type="radio"/> At-Large	
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Weekday afternoons	___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri

***If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.***

1. Mary Ann Leffel, President Monterey County Business Council: 831-402-4616 (cell)
2. John Turner, GM Intercontinental The Clement: 650-799-8660 (cell)
3. David Bernahl, CEO Coastal Luxury Management: 831-238-7195 (cell)

## Board of Directors Application

### Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

I believe in our community here in Monterey County and am passionate about wanting to share its wonders and offerings with others. From the vineyards and historic missions of South County to the shores of Monterey Bay we are fortunate to live and work in such a special place. Doing all I can to help direct a plan of action, in collaboration with an equally dedicated team of professionals, is a top priority for me. To support the many friends and colleagues who depend on our local tourism industry for their livelihoods and ensure we are working to keep Monterey County as a top tier, dynamic, front of mind destination for both business and leisure guests is something I am committed to.

**Have you ever served on a board of directors?**  **Yes**  **No**

(If yes, please explain below) At Large Member Bay View Academy Charter School Board.  
Development Committee and Finance Committee

### Special Skills and Qualifications


Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

20+ years in hospitality from Bars and Restaurants, Large Group Hotels as well as Resort Destinations along with large scale event planning. Strong marketing and national media connections along with event planners across the country. Skilled at developing media plans and strategies across multiple platforms (digital, print, social, tv, radio, etc) for event marketing and positioning. Skilled negotiator with event contracts in regards to multi year sponsorships, vendors, housing, hotels, etc.

## Board of Directors Application

<b>Your Relationship with the Monterey County Convention and Visitors Bureau</b>
Please summarize your knowledge of and experience with the MCCVB.
Know many current and past members along with MCCVB Executives via our Membership at CLM and our Events (Pebble Beach Food & Wine) and Restaurants (Cannery Row Brewing Company and Restaurant 1833). Have attended numerous quarterly board meetings in an attempt to to gain insights and awareness of the procedures and board dynamics. Have participated in a few focus groups to assist in developing a destination marketing strategy and worked in collaboration with MCCVB staff to entertain various media and event planners within our events and restaurants to help promote our destination.

<b>Your Vision for the Monterey County Convention and Visitors Bureau</b>
What do you feel are the most important priorities or goals for the MCCVB in the next few years?
<ul style="list-style-type: none"> <li>- Completion of the Conference center and a solid plan to ensure future bookings.</li> <li>- Growth of domestic and international leisure travel business within emerging markets</li> <li>- Working creatively with event planners to ensure they can operate efficiently within city/county guidelines in producing their events and continue to drive occupancy and affiliate dollars spends.</li> <li>- Continue to promote Monterey County as THE destination of choice in our comp set markets.</li> </ul>

<b>Agreement and Signature</b>	
By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.	
Name (printed)	James Velarde
Signature	
Date	May 3rd, 2017