

TO: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: TPRA - Advisory Member Appointment  
DATE: December 17, 2013

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NEEDS: For the City Council to consider appointment for a partial term to the Travel Paso Robles Alliance (TPRA) Advisory Committee.

- FACTS:
1. The Travel Paso Robles Alliance (TPRA) was established in 2009 in conjunction with the formation of the Tourism and Lodging Promotions Business Improvement District (BID).
  2. The TPRA consists of seven members who advise City Council on the marketing/spending priorities for funds generated by the BID.
  3. Members are appointed for 3-year staggered terms, and must be a hotelier to be eligible for membership on the TPRA.
  4. Advisory Member Shawn Styler was appointed to a 3-year term that would be expiring on October 31, 2014. Mr. Styler has tendered his resignation from the TPRA effective December 1, 2013.
  5. The TPRA's contracted Destination Manager contacted hoteliers to recruit those who might be interested in applying to serve on the TPRA. Two local hotel representatives indicated their interest:  
  
Brittany Tonkin – Assistant General Manager, Courtyard Marriott  
John Arnold - General Manager, Holiday Inn Express & Suites
  6. At their meeting of November 26, 2013, the TPRA interviewed the two interested hoteliers. On a 5-0 vote, the TPRA recommended the City Council appoint John Arnold to the vacant remaining (11 month) term.

ANALYSIS  
AND

CONCLUSION: The focus of the TPRA's discussion after interviewing the two candidates, was to see an appointee with experience serving on committees and with established relationships in the community. The TPRA also indicated their commitment to orient additional hoteliers to the committee's work in order to grow the pool of experienced member candidates for the future.

POLICY

REFERENCE: Tourism and Lodging Promotions Business Improvement District Advisory Committee (the TPRA) bylaws.

- OPTIONS:
- a. For the City Council to accept the recommendation of the TPRA for appointment of John Arnold to a vacant TPRA Advisory member seat for a partial remainder term through October 31, 2014.
  - b. Amend, modify or reject the above options.

Attachments: Advisory Body Applications for each candidate

**APPLICATION FOR APPOINTMENT  
TO A CITY ADVISORY BODY/COMMITTEE/COMMISSION**

Name of Advisory Body: Travel Paso Robles Alliance

Name of Applicant: John D Arnold  
First Name Middle Initial Last Name

Street Address: 2455 Riverside Avenue City, Zip: Paso Robles 93446

Mailing Address: \_\_\_\_\_  
(if different from home) P.O. Number City State Zip

Home Phone: \_\_\_\_\_ Home Fax: ( ) \_\_\_\_\_ E-mail: gm@hixpaso.com

Retired?  Occupation (if applicable) General Manager

Employer (if applicable) Holiday Inn Express & Suites Paso Robles

Work Phone: (805) 226-4080 Work Fax: (805) 238-0500 E-mail: gm@hixpaso.com

**EDUCATION & TRAINING**

High School North Lake Tahoe High School Tahoe City CA  
Name City State

College Cal Poly San Luis Obispo CA  
Name City State

Degrees/Majors AA Degree, Left college after 3 years to pursue Baseball Career

Other Schools/Training GM Certificate through Intercontinental Hotel Group (IHG)

**MEMBERSHIP IN ORGANIZATIONS**

TPRA, PR Chamber of Commerce, SLOVCB, PRWCA, Wineries of 46E, PR Main Street Association, Pacific Coast Cutting Horse Association

**ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS**

**TERM**

Current <u>Newly Elected 2014 Chamber of Commerce Board of Director</u>	From <u>2014</u> To <u>2015</u>
Current _____	From _____ To _____
Previous <u>Past Board Member of PR Main St Association</u>	From <u>2000</u> To <u>2002</u>
Previous <u>Ambassador to Chamber of Commerce</u>	From <u>01/01/2010</u> To <u>01/01/2011</u>
Previous _____	From _____ To _____

**ADDITIONAL INFORMATION**

*Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.*

I love Paso Robles and have deep roots here dating back to the early 1930's. I have been in business in Paso Robles since 1999 and have seen this city transform into an amazing tourist destination while still maintaining it's historic charm. I believe in Paso Robles and want to help out in anyway that I can. As a former Director of Sales and now a GM I have a lot of insight that I believe can help this great city and advisory board.

LAST NAME Arnold COMMITTEE NAME Travel Paso Robles Alliance

**READ CAREFULLY**

This is a public document. I understand that all information contained within it will be provided to the public upon request.

If appointed to a City committee, commission or other advisory body, I authorize the City to post the following on its Web site. I understand that other Web sites not controlled by the City may provide links to a City Web page that has my personal information on it. I also authorize the City to update my personal contact information on its Web site if my contact information changes.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Home address      | <input checked="" type="checkbox"/> Business address      | <input type="checkbox"/> Cell Phone Number                  |
| <input type="checkbox"/> Home phone number | <input checked="" type="checkbox"/> Business phone number | <input type="checkbox"/> Personal E-mail address            |
| <input type="checkbox"/> Home Fax number   | <input checked="" type="checkbox"/> Business fax number   | <input checked="" type="checkbox"/> Business e-mail address |

Further, if my home address and telephone number are otherwise non-disclosable under the California Public Records Act (California Government Code §6250 et seq.), I understand that by agreeing to the release of this information above, this information may be disclosed by the City in response to a request made under the Public Records Act.

Date 11/14/13 Signature \_\_\_\_\_

If appointed to a City committee, commission or other advisory body, I **DO NOT** authorize the City to post my contact information on its Web site or to release such information to a third party who may post the information on their Web site. The City may, however, disclose on the Internet and in all other appropriate places that I serve on a City committee, commission or other advisory body.

Date \_\_\_\_\_ Signature \_\_\_\_\_

City of Paso Robles

APPLICATION FOR APPOINTMENT TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION

Name of Advisory Body: Travel Paso Robles Alliance
Name of Applicant: Brittany L Tonkin
Street Address: 120 S Vine St City, Zip: Paso Robles 93446
Mailing Address:
Home Phone Home Fax: (805) 226-9683 E-mail:
Retired? Occupation (if applicable) Assistant General Manager
Employer (if applicable) Island Hospitality
Work Phone: (805) 239-5504 Work Fax: E-mail: PasoRoblesAGM@ih-corp.com

EDUCATION & TRAINING

High School Paso Robles High School Paso Robles CA
College Cal State University Northridge Northridge CA
Degrees/Majors In Progress - Deaf Studies
Other Schools/Training

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current
Current
Previous
Previous

TERM

From To
From To
From To
From To

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.

I've worked at the Courtyard by Marriott for the last four years, we are currently the largest hotel in the Paso Robles area. I feel that it is important for our hotel to be involved with the travel industry and the local community. Being a local, born and raised in Paso Robles I've noticed the tremendous growth over the last few years and I would love to be part of the tourism movement.

LAST NAME Tonkin

COMMITTEE NAME Travel Paso Robles Alliance

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- Home address Business address Cell Phone Number
Home phone number Business phone number Personal E-mail address
Home Fax number Business fax number Business e-mail address

Further, if my home address and telephone number are otherwise non-disclosable under the California Public Records Act (California Government Code §6250 et seq.), I understand that by agreeing to the release of the information above, this information may be provided by the City in response to a request made under the Public R

Date Nov 13, 2013

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Date Signature