

TO: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: TPRA - Advisory Member Appointment  
DATE: August 5, 2014

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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 Bill Roof was appointed to a 3-year term that would be expiring on October 31, 2014. Mr. Roof has tendered his resignation from the TPRA, creating the vacancy.
  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  
Sandra Sage- General Manager, Hampton Inn
  6. At their meeting of July 23, 2014, the TPRA interviewed the two interested hoteliers. On a 5-0 vote, the TPRA recommended the City Council appoint Brittany Tonkin to the vacant remaining (3 month) term.

ANALYSIS  
AND

CONCLUSION: The TPRA interviews focused on finding an appointee with established relationships within the community, and/or diversified representation of member hotels within the BID. Four (4) member terms will be expiring in October 2014, providing opportunity for additional member appointments. The TPRA has been committed to engaging and orienting additional hoteliers to the committee's work in order to grow the pool of experienced member candidates for the future.

POLICY

REFERENCE: Travel Paso Robles Alliance (TPRA) bylaws.

- OPTIONS:
- a. For the City Council to accept the recommendation of the TPRA for appointment of Brittany Tonkin 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

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

Mailing Address: CA 93446

Home Phone: Home Fax: ( ) E-mail: PasoRoblesDOS@ih-corp.com

Retired? Occupation (if applicable)

Employer (if applicable) Courtyard by Marriott Paso Robles- Island Hospitality

Work Phone: (805) 239-5511 Work Fax: (805)226-9683 E-mail:

EDUCATION & TRAINING

High School Paso Robles High Paso Robles CA

College California State University Northridge Northridge CA

Degrees/Majors

Other Schools/Training

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

TERM

Table with 2 columns: Appointment Type (Current/Previous) and Term (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.

As a native to Paso Robles I have had the opportunity to see the travel industry flourish over the last 10 years, and look forward to the continuity of the growth over the next 10 years.

LAST NAME Tonkin COMMITTEE NAME Travel Paso Robles Alliance

READ CAREFULLY

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

Further, if my home address and telephone number are otherwise provided by the City in response to a request made under the Pub Act (California

Date Jun 18, 2014

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.

Date Signature

**Brittany Tonkin**  
Director of Sales  
Courtyard by Marriott  
120 S Vine St  
Paso Robles, Ca 93446  
805-239-5511  
[PasoRoblesDOS@ih-corp.com](mailto:PasoRoblesDOS@ih-corp.com)

June 6, 2014

**Travel Paso Robles Alliance Board**  
*City of Paso Robles*  
1000 Spring St  
Paso Robles, Ca 93446

Dear Travel Paso Robles Alliance Board:

I am interested in the opportunity to sit on the Board for Travel Paso Robles Alliance. I have worked in the hospitality industry for 8 years with 5 years in the hotel industry and love every minute.

As a native to Paso Robles I've had the opportunity to see the city's growth over the last 25 years and truly believe Paso Robles is a beautiful city that has much to offer. After High School I moved to Los Angeles to go to college, and by the time I was 20 years old I realized Paso Robles was where I wanted my life to be. I've spent the last few years establishing my career, grounding my roots, buying a home and now look forward to one day building a family in the city I love so dearly.

I find joy in exposing the secret treasures that Paso Robles has to offer to all guests and all future travelers. I am a dedicated individual that enjoys volunteering and promoting our city increasing future travel and longer stays. Given the opportunity, I feel I would be a valid asset to the TPRA.

Thank you for your consideration.

Sincerely,

Brittany Tonkin

**Objective**

To promote the Courtyard by Marriott and the City of Paso Robles as a premium destination by maintaining a board seat on the Paso Robles Travel Alliance.

**Education**

California State University Northridge, Northridge, Ca. 2006-2009 // studied Deaf Studies  
 Paso Robles High School, Paso Robles, Ca. Class of 2006

**Volunteer**

- Upcoming: Make a Wish Foundation – I will be a wish granter for 2014
- Adopt-a-street 2013 – Organized the Courtyard’s involvement adopting the River Walk for street clean up
- Courtyard Donations - donating complimentary night stays, “Staycations” and partnering with various Island Hospitality properties to build destination hotel packages for local organizations and fundraisers.
- Chamber of Commerce Ambassador 2011 – volunteered at Chamber functions.
- Operation: Spirit to Serve 2011– Courtyard by Marriott Outreach – sent care packages to soldiers (previous guests or family members of guests & associates) overseas fundraised over \$2,000 and sent 225 pounds of goods.
- Camp Hapitok 2002-2006 – supervise, interact and work with children that suffer from speech impediments, also responsible for the child’s every need.
- Girl Scouts of America active until 2006 - Experience organizing Earth Day event for local troops, Fundraised for 10 day trip to France

**Employment History**

**Courtyard by Marriott - Assistant General Manager/Director of Sales 2009-Present**

Responsible for the overall success of the hotel, meeting or exceeding planned objectives for revenue and profit, and ensuring guest satisfaction and product quality standards are met. Assist the General Manager to manage all areas of the hotel in accordance with brand standards to achieve a friendly atmosphere of superior guest service and product quality.

- Financials
  - Analyze financial and operation information on ongoing basis to adjust business plans, labor requirements and operating costs.
  - Ensure hotel staff is trained in financial control procedures for cash, vouchers, inventories and receivables and that these procedures are regularly followed.
  - Manage all accounts receivable, coding of accounts payable, budgets, and cash security.
- HR/Associate Team/ Operations
  - Maintain guest service as the driving philosophy of the hotel, empower hotel staff to deliver guest service by encouraging and rewarding responsive guest assistance.
  - Manage human resource functions including recruiting, selection, orientation, training, and performance planning and evaluation, pay and reward programs to maintain a qualified work force, ensure hotel employees know hotel objectives and maintain a positive cooperative work environment between staff and management.
  - Ensures all personal files are accurate and comply with both local and federal laws and regulations
  - Know local health and safety codes and regulations that apply to the hotel, recognize and correct potential safety and security hazards

**Chili’s Bar and Grill - Server 2006-2009**

Work in a fast paced environment, upselling suggested items, personal interaction while maintaining service expectations

**McDonald’s - Swing Manager 2004-2006**

Responsible for opening and closing the store, supervising shifts of 6-10 people, order taking, food quality assurance, cooking, assisting with orders and FIFO.

**Positive Exposures - Childcare Supervisor 2003-2006**

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: SANDRA S SAGE
Street Address: 212 ALEXA CT PASO ROBLES 93446
Mailing Address: P.O. Box 4836 PASO ROBLES CA 93447
Home Phone: Home Fax: E-mail:
Retired? Occupation (if applicable) GENERAL MANAGER
Employer (if applicable) HAMPTON INN & SUITES PASO ROBLES
Work Phone: (805) 226 9488 Work Fax: (805) 226 9703 E-mail: SANDRA.SAGE@HILTON.COM

EDUCATION & TRAINING

High School MARTINSVILLE HIGH MARTINSVILLE IN
College INDIANA UNIVERSITY BLOOMINGTON IN
Degrees/Majors BA MICROBIOLOGY

Other Schools/Training: UNIVERSITY OF COLORADO, COLORADO TEACHING CERTIFICATION, SCIENCE & CHEMISTRY

MEMBERSHIP IN ORGANIZATIONS

COLORADO HOTEL & LODGING ASSOC; SKAL INT.; TOUR COLORADO; VISIT DENVER; GLENDALE CHAMBER OF COMMERCE; UAIL VALLEY MARKETING BOARD; BRECKENRIDGE RESORT CHAMBER

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Table with columns: Current, Previous, From, To. Entries include 'N/A I'VE JUST RECENTLY MOVED TO PASO ROBLES'.

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body. AS THE NEW GM OF THE HAMPTON INN & SUITES, I WANT TO BE CURRENT & KNOWLEDGIBLE ON ALL ISSUES PERTAINING TO HOSPITALITY & DESTINATION MARKETING. ADDITIONALLY, I ENJOY DEEP INVOLVEMENT WITH MY COMMUNITY. I FEEL THAT WITH MY WIDE EXPERIENCE IN DESTINATION TOURISM MARKETING AND DEVELOPMENT, I WOULD BE AN ASSET FOR THE TPRA.

LAST NAME SAGE COMMITTEE NAME TPRA

READ CAREFULLY

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

Further, if my home address and telephone number are otherwise Government Code §6250 et seq.), I understand that by agreeing provided by the City in response to a request made under the Public Date 7/14/14

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



July 15, 2014

Amanda S. Diefenderfer  
Destination Manager  
Travel Paso Robles Alliance

Amanda,

Thank you and the Board for considering me as a candidate for the vacant board position on the Travel Paso Robles Alliance.

My qualifications for the board position are based on 25+ years in the tourism and hospitality industries. Throughout my career, I have overseen/managed every department in hospitality operations: hotel, resort, condominium and apartment management; property, resort, and destination sales and marketing; food and beverage management; call center management; and venue/event management.

During my career I have served on several tourism and hospitality boards because I enjoy being deeply involved in every community in which I live. Therefore, I am knowledgeable of the duties and responsibilities of community and association board protocols as well all aspects of destination marketing.

From a personal perspective, due to my passion for the tourism & hospitality industry and my ability to commit to the necessary time requirements, I feel that would effectively serve as a TPRA board member.

Again, thank you for your consideration and I look forward to presenting my qualifications at the July 22<sup>nd</sup> board meeting.

Best Regards, /

Sandra Sage 0



## Sandra Sage

Denver, CO 80231 |

[www.linkedin.com/in/sandrasage](http://www.linkedin.com/in/sandrasage)

## Expertise

Hospitality Management

Operational Savvy

Leadership & Mentoring

Budget Management

Sales Leadership

Finances & Cost Controls

Customer Satisfaction

Profit Margin Enhancement

## Executive Profile

I am an accomplished hospitality leader who brings improved revenues and profitability by aligning all departments within hospitality organizations with the overall company mission and goals

- Consistently meets and exceeds revenue and profit margin goals, establishing high revenue growth teams and regions
- Mentors and grows highly engaged teams throughout the organization, encompassing sales, operations, maintenance, and food and beverage
- Identifies and seizes opportunities for new and enhanced revenue streams, building strategic alliances who leverage the visibility and effectiveness of our sales efforts

## Professional Experience

### General Manager

Hampton Inn & Suites, Paso Robles, CA

6/14 - Present

Manage an 81-room hotel to include all areas of hotel operations: human resources, financial management, budgets, sales and marketing, front desk, reservations, property maintenance, housekeeping, food and beverage.

### Hospitality Management and Business Development

Sage Associates, Denver, CO

5/13 - 6/14

Provide consultancy and project services to the hospitality industry; partial client list includes:

- **Inntopia, Stowe, VT.** Serving as company executive meeting planner for the annual meeting for 250 people with extensive meeting space and food and beverage requirements
- **EpicenterSpark Hospitality, Denver, CO and Atlanta, GA.** Serve as consulting SVP of Sales and Marketing for third party management company focused on consulting services for hotels, resorts, and condominiums projects
- **DestiMetrics, Denver, CO.** Developed new \$100K-plus territory for market intelligence research firm that provides market insights and strategic marketing support for the hospitality industry

### General Manager

1375 High Street Apartments, Denver, CO

6/12 - 5/13

Managed an upscale boutique apartment building driving business results via tenant relations, team leadership, and revenue optimization

- Increased rental revenues by 12% while decreasing expenses by 9% compared to the same time period in the previous year
- Increased average occupancy by 9 percentage points over the same time period in previous year
- Reorganized and implemented procedures creating new revenue streams while increasing efficiencies

## **Director of Operations**

**Colorado Chautauqua Association, Boulder, CO**

**3/11 - 3/12**

Managed the operations of the Colorado Chautauqua Park, a National Historic Landmark, with 81 lodging accommodations, a 1350-seat concert and entertainment venue, and 5,000 square feet of meeting space

- Oversaw lodging, facilities, preservation, individual and group sales, concerts, and public events
- Consistently scored above 95% in the monthly guest satisfaction surveys
- Saved the company over \$50K by identifying and correcting flawed integration of the property management software, enabling full utilization of the system
- Restructured the group sales and conference services departments that resulted in increased efficiencies and an immediate labor cost savings of 13%

## **Sage Associates, Denver, CO**

**7/07 - 3/11**

**Principal/Consultant** - Provided consultancy and project services to the travel and hospitality industries.

Partial client list includes:

- **The Stanley Hotel, Estes Park, CO.** As interim **General Manager**, retrained and reengaged the executive staff resulting in improved management and a 30% reduction in housekeeping labor costs. Discovered an accounting error that dropped over \$65,000 to the bottom line which enabled the owners to move forward on a stalled refinance package
- **Rusty Parrot Lodge & Spa, Jackson, WY.** Redesigned and executed guest service protocols, training and evaluation programs. Implemented room revenue yield management processes and ongoing yield management strategies. Co-managed launch of marketing driven website and spearheaded the contracting process for a new public relations firm
- **Destination Services of Colorado, Denver, CO.** Directed client services, key accounts, vendor partnerships, preferred hotel relationships, and service execution for this event planning company. Developed and implemented sales and marketing strategies and increased employee engagement resulting in a sales contract that was the largest in the company's history

## **Regional Director of Sales and Marketing**

**ResortQuest International, Denver, CO, Division of Gaylord Hotels, Nashville, TN**

**2/06 - 7/07**

**Recruited** to develop and implement sales, marketing, and public relation strategies for the Western US and Canada, a territory with over 3,600 condominium units and budgeted rental revenues in excess of \$63 million

- Increased lodging revenues by 8.4% leading the company's three divisions in revenue growth
- Negotiated cooperative advertising contracts, resulting in 19% increase in targeted segment revenues
- When company was sold, was the only person on the executive team invited to join the new company

## **General Manager**

**Loews Denver Hotel, Denver, CO**

**2/04 - 12/05**

**Recruited** to manage full service 4-Diamond luxury hotel comprised of 183 rooms, 130-seat restaurant, lounge, and 5,500 square feet of meeting and banquet space

- Managed major capital projects including \$750,000 rooms' renovation, \$50,000 restaurant upgrade, and \$350,000 roof replacement on time and within budget
- Structured and redirected the group sales efforts resulting in a 21% increase in group room nights and an overall \$13.04 increase in the average daily rate
- Increased food and beverage department profit by 14% through development and execution of new programs and diligent monitoring of labor and food costs
- Achieved 91% rating for guest satisfaction exceeding company goals by 6%

*Sandra Sage, page 2*



**General Manager****The Oxford Hotel, Denver, CO****9/02 - 2/04**

Improved profitability of the 80-room full service historic boutique hotel by managing sales, marketing, and in-room food, beverage, and banquet services

- Increased guest satisfaction scores from 86 to 96 points within the first year
- Managed extensive facility improvements in rooms' renovation within budget
- Developed and executed strategy for in-house laundry system that saved over \$45,000 in the first year

**EastWest Resorts, Denver and Edwards, CO****1998 - 2002****Vice President of Marketing and Business Development** (4/00 - 8/02)

Consolidated marketing, sales, operations, and business development for three leisure ski and golf vacation tour operations promoting travel packages throughout national and international destinations

**Corporate Director of Sales and Marketing** (8/98 - 4/00)

**Recruited** to develop and launch corporate brand marketing and sales initiatives and oversee the sales and marketing efforts for ten divisions comprised of over 1,500 condominium units and hotel rooms in Colorado, Utah, Montana, and South Carolina

**Education and Professional Development**

Currently enrolled in Social Media Manager Professional Certification, CFU  
Colorado Teaching Certificate, Science/Chemistry Secondary Education, University of Colorado  
Graduate Studies and BA Microbiology, Indiana University  
Certified Hospitality Sales Professional, AHMA

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Colorado Hotel and Lodging Association,  
Legislative Fundraising, Membership, and Annual Conference Planning Committees  
Skal International, Colorado Chapter  
Tour Colorado, Volunteer  
VisitDenver, Membership Committee  
Glendale Chamber of Commerce, Board of Directors  
Vail Valley Marketing Board  
Breckenridge Resort Chamber, Board of Directors, Chairman