



Council Agenda Report

From: Meg Williamson, Assistant City Manager

Subject: Appoint three members to the Travel Paso Robles Alliance (TPRA), aka the Tourism and Lodging Business Improvement District Advisory Committee, and appoint a TPRA member to the Supplemental Tax Oversight Committee (STOC)

Date: October 18, 2016

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. Members are appointed for 3-year staggered terms, and must be a hotelier to be eligible for membership on the TPRA.
3. The Travel Paso Robles Alliance (TPRA) has three (3) terms expiring on October 31, 2016.
4. The twenty (20) member hotel properties in the TBID were each contacted in person with a request to provide a nominee to the committee.
5. Three (3) eligible candidates applied for the 3-year term seats: Angela McKee, Best Western PLUS Black Oak (incumbent); Bill Roof, Adelaide Inn; Jesse Garza, The Oaks Hotel.
6. The TPRA has one seat on the Supplemental Tax Oversight Committee (STOC) that has been heretofore held by outgoing member Victor Popp. Sandra Sage, Chairperson for the TPRA, is being recommended by the TPRA to be its designee on the STOC.
7. The TPRA has recommended that City Council accept the three candidates and appoint them to the open positions on the TPRA and accept Sandra Sage as the TPRA's designee on the STOC.

Options

1. Approve the appointments
2. Reject one or both of the appointments

Analysis and Conclusions

Option 1: The candidates recommended have been active participants in TPRA activities: one is an incumbent, one is a founding member of the TPRA, and the third has attended many TPRA meetings over the past two years. The current designee to the STOC is the outgoing chairperson of the TPRA, the suggested designee is incoming TPRA chairperson.

Option 2: Should Council opt to reject one or more appointments, the likelihood of receiving new applications is uncertain. The pool of potential candidates is small with only 20 member-hotel properties to generate candidates for 7 board seats. The properties not already represented on the board have indicated that they cannot spare the staff to attend monthly board and committee meetings.

Fiscal Impact

There is no fiscal impact to these appointments.

Recommendation

Approve the appointments as presented.

Attachments

1. TPRA candidate applications

Angela McKee

[REDACTED], Paso Robles, CA 93446 | [REDACTED] | amckee@bwblackoak.com

Objective

- Re-election to the Travel Paso Robles Alliance Board of Directors

Education

BACHELORS | 1992 | UNIVERSITY OF NEVADA, LAS VEGAS

- Major: Hotel Administration

INCOMPLETE | 1986-1989 | CAL POLY, SAN LUIS OBISPO

- Major: Dairy Science. Transferred to UNLV before completion

Skills & Abilities

MANAGEMENT

- Consistently ranked in the top 20% of all areas of Best Western Performance Ratings.
- Maintain superior Best Western Rewards sign-ups through promotion of the Best Western Insider program

SALES

- Responsible for the sales efforts and marketing of the hotel including the RFPs, Consortia etc.

COMMUNICATION

- Public Relations and website coordinator for Paso Robles Girls Softball League
- Social media postings

LEADERSHIP

- Past Vice-Chair of Travel Paso Robles Alliance
- Current Board member of Travel Paso Robles Alliance
- Past President, Vice-President and Board Member of Castleman's Awareness and Research Effort
- Best Western District VI Co-Op Committee Member

Experience

GENERAL MANAGER | BEST WESTERN PLUS BLACK OAK | 2009-PRESENT

- Responsible for daily operations of the hotel, revenue management, human resources, guest relations, staff relations

DIRECTOR OF OPERATIONS | BEST WESTERN PLUS BLACK OAK | 1992-2009

- Coordinated and oversaw the operational efforts of the Housekeeping and Maintenance Departments as well as Front Desk. Responsible for planning and renovations, selecting hotel products, human resources

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

CC Agenda 10-18-18



August 15, 2016

To Whom it May Concern:

My name is Bill Roof and I am currently the General Manager at the Adelaide Inn in Paso Robles. Please accept this letter as my formal application for an open position on the Travel Paso Robles Alliance (TPRA)

I was a founding member of the TPRA in 2008 and was very influential in its formation. I served from its inception in 2008 until 2014 at which time I had to resign due to the fact that I was temporarily out of the hospitality business for 3 months.

If you know me you know that I'm very passionate about hospitality in Paso Robles. I've spent 40 years in hospitality with the last 25 years in lodging management on the Central Coast. I understand the ups and downs of the profession and would love the opportunity to once again serve on this advisory committee that, through its 20 members provides them much needed resources to adequately promote Paso Robles as the destination that it has become.

I would like to personally thank each of you for considering me for this position. Should you need additional information feel free to contact me at bill@adelaideinn.com.

Sincerely,

Bill Roof
General Manager

1215 Ysabel Avenue • Paso Robles, CA 93446 • (805) 238-2770 • Fax (805) 238-3497
Reservations (800) 549-PASO
www.adelaideinn.com • info@adelaideinn.com

City of Paso Robles

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

Name of Advisory Body: TPRA

Name of Applicant: William H Roof
First Name Middle Initial Last Name

Street Address: [REDACTED] City, Zip: Paso Robles 93446

Mailing Address: P.O. Box 2853 Paso Robles CA 93447
(if different from home) P.O. Number City State Zip

Home Phone: [REDACTED] Home Fax: () E-mail: bill@adelaidenn.com

Retired? ☐ Occupation (if applicable) GENERAL MANAGER

Employer (if applicable) ADELAIDE INN

Work Phone: (805) 238-2770 Work Fax: () E-mail: bill@adelaidenn.com

EDUCATION & TRAINING

High School HERSHER HIGH SCHOOL HERSHER PA
Name City State

College HARRISBURG COMM. COLLEGE HARRISBURG PA
Name City State

Degrees/Majors AA ENGLISH, JOURNALISM

Other Schools/Training _____

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current _____

Current _____

Previous TPRA

Previous PR. CHAMBER BOARD OF DIRECTORS

Previous _____

TERM

From _____ To _____

From _____ To _____

From 2008 To 2014

From 2006 To 2015

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.

LAST NAME ROOF

COMMITTEE NAME TPRA

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.

- ☐ 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 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 Records Act.

Date _____

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 8-15-16

William H Roof
 Signature

To whom it may concern,

I have attached my resume for your review. Please accept this as a formal application for a board position on the Travel Paso Robles Alliance.

In reading my resume, please note that I have years of experience in the hospitality industry. I have worked for many reputable hotels, as well as entrepreneurial opportunities in the vacation rental industry. Currently I am the Hotel Manager at The Oaks Hotel. I have an extensive background in Sales and Marketing as well as in Food & Beverage Management. When you consider my accumulated experience, education and my potential for future contribution to the city tourism board, I hope you will agree that I am a candidate well worth your consideration.

I look forward to speaking to you in more detail. Please feel free to call or email me should you have any questions. My mobile number is [REDACTED] and my personal email address is [REDACTED]. You can also contact me at The Oaks Hotel.

Thank you for considering my resume.

Regards,
Jesse Garza

City of Paso Robles

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

Name of Advisory Body: TPRA Board

Name of Applicant: Jesse Garza

Street Address: [REDACTED] City, Zip: San Miguel 93451

Mailing Address: [REDACTED] P.O. Number [REDACTED] City [REDACTED] State [REDACTED] Zip [REDACTED]

Cell Home Phone [REDACTED] Home Fax: () E-mail: jesse.g@pasooaks.com

Retired? ☐ Occupation (if applicable) The Oaks Hotel

Employer (if applicable) The Oaks Hotel

Work Phone: 805-237-8700 Work Fax: () E-mail: [REDACTED]

EDUCATION & TRAINING

High School [REDACTED]

College Cal Poly Pomona City Pomona State Ca

Degrees/Majors BS Business Ad & Hospitality Management

Other Schools/Training [REDACTED]

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current	From	To
Current	From	To
Previous <u>Palm Springs - Board Small Hotels</u>	From <u>6/2011</u>	To <u>6/2014</u>
Previous <u>Palm Springs Hospitality Association Board</u>	From <u>6/2012</u>	To <u>6/2014</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.

LAST NAME Garza COMMITTEE NAME TPRA

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<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 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 the information above, this information may be provided by the City in response to a request made under the Public Records Act.

Date 9/14/14 Signature [Signature]

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Date _____ Signature _____