



February 17, 2014

The term for three Directors of the San Diego Tourism Marketing District (SDTMD) Board is set to expire at the end of this fiscal year, June 30, 2014. SDTMD Board of Directors Election Ballots will be mailed to members of the SDTMD on March 21, 2014. Names for the ballot will be added by nominations from the Nominations Committee and from Self-Nominations. At the SDTMD Board Meeting on February 14, 2014, the Board established criteria and directed staff to issue the call for self-nominations.

This letter serves as a call for self-nominations. If you wish to be included on the ballot for elections to the board, please fill out the attached form and return it to the address enclosed on the form by March 5, 2014. If you did not receive a form, or if you need an additional form, please contact Lorin Stewart, contact information is enclosed below.

The three directors whose terms will expire as of June 30, 2014 are Richard Bartell, Patrick Duffy, and John Schafer. The nominations committee is recommending a slate of candidates including Richard Bartell, John Schafer, and Matt Greene.

Please note that all self-nominations are subject to the criteria listed below.

- Nominees must be a member of the San Diego Tourism Marketing District. A member is defined as a business owner or business owner's representative paying the tourism marketing district assessment.
- Nominees must have a broad knowledge of tourism marketing and significant experience in the lodging industry.
- A Nominee must be in good standing. Good standing is defined as a member that is no more than 30 days past due in remittance of assessments.
- A Nominee must fully complete the attached form and return to Lorin Stewart no later than 5:00 p.m. on March 5, 2014.

If you have any questions regarding this process please feel free to call or email me at any time. My contact information is enclosed below.

Sincerely,

Lorin Stewart, Executive Director
San Diego Tourism Marketing District
(619) 209-6108
lstewart@SDTMD.org