



BOARD OF DIRECTORS ELECTION BALLOT INSTRUCTIONS

The three (3) current SDTMD Board members whose terms will expire on June 30, 2021 are: Ilsa Butler, Vikram Sood, and Alyssa Turowski. Enclosed with these ballot instructions is the Board of Directors Election Ballot. You may also write-in candidate(s) on the ballot.

Ballot Instructions:

1. Only **members** may vote. A member is defined as a business owner or business owner's representative paying the SDTMD assessment.
2. The member must be in **good standing**. Good standing is defined as a member that is no more than thirty (30) days past due in remittance of assessments.
3. Pursuant to the corporate bylaws, the votes shall be weighted based on the amount of assessment paid by that member in the preceding twelve (12) months.
4. Print your name and the name of your business on the election ballot.
5. No more than three (3) nominees may be selected. If more than three (3) nominees are selected, the ballot will be disqualified and will not be counted.
6. Please clearly mark the box for the selections you choose.
7. Additional candidates may be added to the ballot as write-ins. If you write-in a candidate(s), please mark the write-in box, and print the name of the candidate or candidates. **Any candidates listed on the write-in portion will count toward the three (3) selection limit.**
8. Ballots must be signed by the member or the member's representative. If the ballot is not signed, the ballot will be disqualified and will not be counted.
9. If you did not receive a ballot with these instructions, please call Colleen Anderson.
10. **All ballots must be received by the City of San Diego by Monday, April 26, 2021 at 5:00 PM.**

Please Mail Ballots to: City of San Diego – Economic Development Department
SDTMD Board Elections
1200 Third Avenue, Suite 1400
San Diego, CA 92101

If you have questions regarding the instructions or ballot, please call Colleen Anderson at (619)557-2854.

Remember, all ballots must be received by the City of San Diego at **5:00 PM on Monday, April 26, 2021**. Please mail or hand-deliver the ballots to the address listed above.

Thank you for your participation.

Best regards,

Colleen Anderson, Executive Director



2021 BOARD OF DIRECTORS ELECTION BALLOT

Please see the enclosed instructions prior to completing this ballot. If you did not receive instructions, please contact Colleen Anderson at (619) 557-2854. Complete this ballot by printing your name and the name of the lodging business you own or represent. Then, indicate which member(s) you choose to be elected to the San Diego Tourism Marketing District (SDTMD) Board of Directors. Please choose no more than three (3) nominees or write-in candidates. If more than three (3) nominees or write-in candidates are selected, your ballot will be disqualified and will not be counted. Please note that the candidates listed on the write-in portion will count toward the three (3) selection limit. Once you've completed the ballot, please sign and return to the City of San Diego by 5:00 PM, Monday, April 26, 2021. If the ballot is not signed, it will be disqualified and not counted.

Please Mail Ballots to:
City of San Diego – Economic Development Department
SDTMD Board Elections
1200 Third Avenue, Suite 1400
San Diego, CA 92101

YOUR NAME: _____

LODGING BUSINESS NAME: _____

TOT CERTIFICATE NUMBER: _____

VOTE FOR NO MORE THAN THREE (3) CANDIDATES

Nominees recommended by the SDTMD Nominations Committee:

- Ilsa Butler, Evans Hotels
- Alyssa Turowski, Westin Hotel & DiamondRock Hospitality
- Vikram Sood, Hostmark Hospitality Group

Self Nominations:

None

Write-Ins:

- Write In: _____
- Write In: _____
- Write In: _____

By signing below, I certify that I am a member in good standing of the San Diego Tourism Marketing District.

Sign: _____

Date: _____



CANDIDATE BIOGRAPHIES

Biographies as submitted by candidates.

SDTMD Nominations Committee Recommended Candidates:

Ilsa Butler (seeking re-election): Chief Marketing Officer, Evans Hotels

Ms. Butler represents Evans Hotels representing 793 TMD rooms in the Mission Bay and La Jolla regions of the City of San Diego.

Vikram Sood (seeking re-election), Vice President, Operations, Hostmark Hospitality Group

Mr. Sood represents Hostmark Hospitality Group representing over 300 TMD hotel rooms in Downtown, Sorrento Valley and Del Mar regions of the City of San Diego. He currently holds the role of Treasurer on the TMD Board.

Alyssa Turowski (seeking re-election), General Manager, Westin San Diego

Mrs. Turowski represents the Westin San Diego Hotel and DiamondRock Hospitality representing 436 TMD rooms in the Downtown region of the City of San Diego.