

### BOARD OF DIRECTORS ELECTION BALLOT INSTRUCTIONS

The three (3) current SDTMD Board members whose terms will expire on June 30, 2023, are: Richard Bartell, Summer Shoemaker, and Joe Terzi and all three are seeking re-election. 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, May 1, 2023 by 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 by **5:00 PM on Monday, May 1, 2023**. Please mail or hand-deliver the ballots to the address listed above.

Thank you for your participation.

Best regards,



Colleen Anderson, Executive Director

**FY 2024 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, May 1, 2023**. 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:

- Richard Bartell, Bartell Hotels
- Summer Shoemaker, La Valencia Hotel
- Joe Terzi, Retired Hospitality Executive

Self-Nominations:

- James Decker, Double Tree Mission Valley
- John Rovie, Sheraton San Diego Hotel and Marina

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:**

#### **Richard Bartell, Chair President, Bartell Hotels**

Bartell Hotels represent over 1,575 TMD rooms in the Harbor, Mission Valley, Mission Bay and La Jolla (SD North) regions of the City of San Diego.

#### **Summer Shoemaker, General Manager, La Valencia Hotel**

Mrs. Shoemaker represents Pacific Hotel Group and the La Valencia Hotel representing 114 TMD rooms in the Village of La Jolla region of the City of San Diego.

#### **Joe Terzi, Retired Hotel Executive**

Mr. Terzi served as President and CEO for the San Diego Tourism Authority from March 2009 through December 2020 following 30 years as a hotel executive. Mr. Terzi was a founding member of the San Diego Tourism Marketing District and has served on the Board of Directors for the U.S. Travel Association, California Travel Association, Visit California, and several other local organizations.