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March 10, 2025

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, 2025. The FY2026 SDTMD Board of Directors Election Ballots will be mailed to members of the SDTMD by April 28, 2025. Names for the ballot will be added by nominations from the Nominations Committee, the Board and from Self-Nominations.

At the SDTMD Board Meeting on March 7, 2025, the Board established criteria and directed staff to issue the call for self-nominations. This letter serves as a call for self-nomination. If you wish to be included in the ballot for elections to the board, please fill out the self-nomination form and return it to the address on the form by March 28, 2025. If you did not receive a form, or if you need an additional form, please contact Colleen Anderson, contact information is enclosed below.

The three directors whose terms will expire as of June 30, 2025, are Patsy Bock, Scott Hermes and Tom Tabler. All are seeking re-election.

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 self-nomination form and return to Colleen Anderson by 5:00 p.m. on March 28, 2025.

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.

Colleen Anderson, Executive Director
San Diego Tourism Marketing District
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