

BOARD OF DIRECTORS ELECTION BALLOT INSTRUCTIONS

The three (3) current SDTMD Board members whose terms will expire on June 30, 2020 are Richard Bartell, Summer Shoemaker and a vacant Board seat. 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 27, 2020 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 27, 2020**. Please mail or hand-deliver the ballots to the address listed above.

Thank you for your participation.

Best regards,



Colleen Anderson, Executive Director

2020 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 27, 2020**. 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, Hospitality Executive (retired)

Self Nominations:

- Stephen Sowards, Hard Rock Hotel
- Darshan Patel, Holiday Inn and Suites

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 (seeking re-election): President, Bartell Hotels

Richard is a 37-year hotel veteran, and President of Bartell Hotels. Bartell Hotels, founded in 1975, is one of the largest and oldest independent hotel companies in San Diego. The company owns and operates eight hotels in San Diego representing over 1,700 guest rooms. Richard, an attorney, is currently Chairman of the SDTMD Board and has served as founding Officer of the SDTMD Board of Directors since 2008.

Summer Shoemaker (seeking re-election), General Manager, La Valencia Hotel

Summer began her hospitality career as in 2001 and has held leadership positions at Embassy Suites, Estancia La Jolla Hotel and Spa and L'Auberge Del Mar. Mrs. Shoemaker earned a Bachelor's degree in Recreation Administration and Resort Management from Humboldt State University. Summer has served on the SDTMD Board since December 2019.

Joe Terzi, Hospitality Executive (retired)

Joe began his hospitality career with ITT Sheraton Corporation in 1972. Shortly after the acquisition of ITT Sheraton by Starwood in 1998, Terzi was promoted to Vice President of Operations with responsibility for all Starwood brands in California and Nevada. In 2002, he was promoted to Senior Vice President for Starwood Hotels & Resorts where he remained until his retirement in January, 2009. Terzi was recruited to fill the role of President and CEO for the San Diego Tourism Authority in March 2009. Terzi was a founding member of the San Diego Tourism Marketing District and serves on the Board of Directors for the U.S. Travel Association, California Travel Association, Visit California and several other local organizations.

Self Nominated Candidates:

Darshan Patel, Chief Operating Officer, Hotel Investment Group

A third generation hotelier, Darshan manages Hotel Investment Group, a management and development company with 13 properties across California with a majority of them being in San Diego. He moved to San Diego in 1999 where he lived in the back of his motel and built his company to where it is now. Darshan doubles as the Principal of his law which specializes in Hospitality Law.

Stephen Sowards, General Manager, Hard Rock Hotel

Over 27 years of results focused leadership in resort, urban, mixed-use luxury hotels in operations and finance. Global leadership in hotel openings/operations, ownership relations, and financial reporting. Multi-national experience with the following international brands and operators: Marriott Hotels and Resorts, The Ritz-Carlton Hotel Company, Viceroy Hotels and Resorts, Starwood Hotels and Resorts, Evolution Hospitality, and Davidson Hotel Group. Stephen has served on TMD Boards in Santa Monica, CA and St. Petersburg, FL.