

CITY OF ARROYO GRANDE

"List of Citizens to Serve"
300 East Branch Street
Arroyo Grande, CA 93420

Application to Board, Committee, or Commission

PLEASE PLACE A CHECK MARK NEXT TO THE BOARD/COMMITTEE/COMMISSION FOR WHICH YOU WOULD LIKE TO APPLY (You may make more than one selection):

- Planning Commission
- Tourism Business Improvement District Advisory Board
- Downtown Parking Advisory Board
- Architectural Review Committee
- Community Service Grant Committee
- Special committees/subcommittees

Date of Application 1-14-2025

Name Kesseling, Tricia
Last First

Home Address [Redacted]

Home or Cell Phone [Redacted] Business Phone [Redacted]

E-mail address (Optional) [Redacted]

Do you reside within the City limits of Arroyo Grande? Yes _____ No

Are you a registered voter? Yes No _____

Occupation General Manager, Winery

Employer PELTON CELLARS

Education (Include professional or vocational licenses or certificates) B.A. Liberal Studies and Early Childhood Educ Teaching Credential from COL, Fresno

Community involvement (List organization memberships and committee assignments) I served two terms as VP and 1 term as treas for the SLO Coast Wine Collective, Board rep for the Consumer Engagement and financial committees

Please describe any background, training, education or interests that qualify you as an appointee As general mgr, I also have the role of Marketing Director. For the past 14 years I have managed, created, & published all social media marketing. I've stayed closely connected with our target markets/demographics through our data collection software built within my POS system, web site, and social media. I have attended many TBID meetings in Arroyo Grande.

(Please attach additional pages if necessary)
Rev 07/26/2023

(PLEASE COMPLETE THE REVERSE SIDE OF THIS FORM)

What do you see as the objectives and goals of the advisory board, committee or commission for which you are applying? To research and identify target markets for tourism in Arroyo Grande, to advise on ways to increase 'Heads in Beds' for which helps with economic growth.

Please list three (3) Arroyo Grande references. PLEASE OBTAIN PERMISSION FROM INDIVIDUALS BEFORE LISTING THEM AS A REFERENCE.

Name: Mileen Loe Address: [REDACTED] Phone: 805-473-5450
Name: Steve Doolay Address: [REDACTED] Phone: [REDACTED]
Name: Erin Dasman Address: [REDACTED] Phone: [REDACTED]

Current meeting schedules are indicated below:

- Planning Commission, 1st and 3rd Tuesday of each month, 6:00 p.m.
- Downtown Parking Advisory Board, meets as needed
- Architectural Review Committee, 1st Monday at 2:30 p.m. and 3rd Monday at 2:30 p.m. each month
- Tourism Business Improvement District (TBID) Advisory Board, to be determined by the Advisory Board
- Community Service Grant Program Committee; typically once per year in the spring

Are you willing to commit to the time necessary to fulfill the obligations of an appointment to a Board, Committee or Commission? Yes No

I hereby declare that the foregoing information is true and complete to the best of my knowledge and belief.

[REDACTED SIGNATURE]
Applicant Signature

1-17-2024
Date

Notice to Applicants:

1. Applicants appointed by the City Council are required to take an Oath of Office.
2. State law and the City's Conflict of Interest Code requires that Board Members, Committee Members, and Commissioners file Statements of Economic Interests (Form 700) upon assuming office, annually, and upon leaving an appointed office (e.g. sources of income, loans, gifts, investments, interests in real property within the City).
3. This application is a matter of public record and portions thereof are subject to disclosure pursuant to the California Public Records Act.
4. Applications will remain active and on file for one (1) year.

Please return completed Application to:

**CITY CLERK'S OFFICE
300 East Branch Street
Arroyo Grande CA 93420**