



MEMORANDUM

TO: City Council

FROM: Jessica Matson, Legislative & Information Services Director/City Clerk

SUBJECT: Supplemental Information
Agenda Item 09.d. – August 22, 2023 City Council Meeting
Consideration of Appointments to the Arroyo Grande Tourism
Business Improvement District Advisory Board

DATE: August 22, 2023

Council Member George has reviewed applications for individuals interested in serving on the AGTBID and is recommending the appointment of Sarah Kunkle. Ms. Kunkle's application is attached.

The revised recommendation is as follows:

1) Approve Mayor Ray Russom's recommendation to appoint Sean Dasmann to the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board; 2) Approve Mayor Pro Tem Barneich's recommendation to appoint Greg Dutson to the AGTBID Advisory Board; 3) Approve Council Member Guthrie's recommendation to appoint Jared Worthen to the AGTBID Advisory Board; 4) Approve Council Member Secrest's recommendation to appoint Jeannie Miranda to the AGTBID Advisory Board; and 5) Approve Council Member George's recommendation to appoint Sarah Kunkle to the AGTBID Advisory Board.

cc: Interim City Manager
Recreation Services Director
City Attorney
City Clerk
City Website and Public Review Binder

Enc

CITY OF ARROYO GRANDE

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

RECEIVED

AUG 17 2023

CITY OF ARROYO GRANDE

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 8/17/23

Name Kunkle Sarah
Last First

Home Address [REDACTED] Oceano, CA 93445

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 (I did from 2015-2019)

Are you a registered voter? Yes No _____

Occupation Hotel consultant

Employer Self-employed - Sarah Kunkle Consulting

Education (Include professional or vocational licenses or certificates)

Penn State University - BS in Hotel, Restaurant & Institutional Management

Cornell University - Certification in Hotel Revenue Management

Community involvement (List organization memberships and committee assignments)

South County Chambers of Commerce

Visit SLOCAL

Please describe any background, training, education or interests that qualify you as an appointee

(See attached)

(Please attach additional pages if necessary)

(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?

(See attached)

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

Name: Aleah Bergam Address: City of AG - Management Analyst Phone: [REDACTED]

Name: Ernie Kriegbaum Address: [REDACTED], AG Phone: [REDACTED]

Name: Jen Martin Address: [REDACTED] AG 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

8/17/23
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**

Please describe any background, training, education or interests that qualify you as an appointee:

I'm passionate about driving tourism in our local community. I have lived in the Arroyo Grande and Oceano area for over 8 years. Over all of those years, I've held roles in the hotel industry whose purpose has been to increase hotel sales by pushing group travel, events, catering, weddings, and general occupancy. I use my background in hotel, restaurant, and event management paired with my knowledge of revenue management, sales, and marketing to identify opportunities which help hoteliers succeed.

My experience of the hospitality industry will add value to the AGTBID by providing fresh perspective and new ideas. I excel with organization, compiling spreadsheets, analyzing and presenting data. I am a collaborative team-player, as well as an independent thinker. I am proud to be a woman-owned small business, and believe I can be a valuable asset to the AGTBID. Thank you for your consideration.

What do you see as the objectives and goals of the advisory board, committee or commission for which you are applying?

The primary objective of the AGTBID should be to promote the city of Arroyo Grande directly to tourists as well as regions, identified as "feeder cities," which produce the highest quantity and quality of tourism dollars locally. I believe that the board should partner closely with the TBID boards in the surrounding areas and Visit SLOCAL to optimize reach. When discussing the use of the collected 2% fee, it's important to practice thoughtfulness and careful consideration in effort to increase the effectiveness of each dollar spent. Each of those dollars spent on promoting the area should see a measurable return which strengthens the overall wealth of the city.