

CENTRAL COAST California

March 18, 2022

Dear CCTC Member:

Central Coast Tourism Council (CCTC) is searching for several talented and energetic travel professionals to serve on the 2022/2023 CCTC Board of Directors*. We seek leaders who will contribute their time, raise money, and bring to the board their experience, and good judgment. **In order to serve on the CCTC Board of Directors you must meet the criteria identified on next page.**

Following is a list of current board members and **Vacancies** in each county, **Expectations** of CCTC board members, and a **Nomination Form**.

To nominate yourself and/or another individual, **fill out the form below and email to Christine Thomas, hello@centralcoast-tourism.com no later than Friday, April 8, 2022.**

Molly Cano

CCTC Past President & Nominating Committee Chair

** CCTC Board of Directors is composed of **four (4) voting members from each county** (3 Primary and 1 Associate).*

PRIMARY = DMO, Chamber, TBID, Major Attraction/Museum/Historic site with more than 100,000 visitors per year.

ASSOCIATE = Hotel, Retail, Art Gallery, Restaurant, Transportation, Wine, Tour Operator, Attraction/Museum/Historic site with fewer than 100,000 visitors per year.

VACANCIES **You may make a nomination in your County even if there is no vacancy;**
Incumbents are not guaranteed a board seat.

Ventura County

- **1 OPEN SEAT for Primary Member**

- Brittney Hendricks, Visit Oxnard (Primary)
- Elaine Kelly, Camarillo Premium Outlets (Associate)
- Jennifer Talt-Lundin, Ventura Harbor District (Primary)

Santa Barbara County

- Jennifer Harrison, Santa Maria Valley CVB (Primary)
- Millie Matz, Santa Barbara Hotel Group (Assoc.)
- Kathy Vreeland, Buellton CVB (Primary)

- **1 OPEN SEAT for Primary Member**

San Luis Obispo County

- Ashlee Akers, Verdin Marketing (Assoc.)
- Molly Cano, City of San Luis Obispo (Primary)
- Gordon Jackson, Pismo Beach CVB (Primary)

- **1 OPEN SEAT for Primary Member**

Monterey County

- Rachel Dinbokowitz, Monterey County CVB (Primary)
- Amy Herzog, Visit Carmel (Primary)
- Michele Gogliucci, CWC & Events (Assoc.)

- **1 OPEN SEAT for Primary Member**

Santa Clara County

- **3 OPEN SEATS for Primary Members**
- **1 OPEN SEAT for Associate Member**

San Benito County

- **3 OPEN SEATS for Primary Members**
- **1 OPEN SEAT for Associate Member**

Santa Cruz County

- **3 OPEN SEATS for Primary Members**
- **1 OPEN SEAT for Associate Member**

CENTRAL COAST California

Expectations of a Central Coast Tourism Council Board Member

Terms

A member of the CCTC Board of Directors may serve consecutive terms if responsibilities and annual commitments defined below are met.

Responsibilities

The Board of Directors is the steward of the CCTC vision and the assets that secure and sustain CCTC's wellbeing and growth. The board is responsible for establishing procedure, overseeing finances, and formulating policy of the organization.

Annual Commitment

A CCTC Board member is expected to fulfill these commitments:

- Be a member in good standing
- Attend a majority of board meetings each year (there are typical four quarterly board meetings); additional board meetings may be called at discretion of the Executive Committee
- Attend annual spring Retreat & Planning Conference
- Attend annual fall Workshop
- Actively participate in at least one CCTC Team (committee), or designate member of staff
- Generate new resources for CCTC by at least one of the following:
 - recruit one new CCTC member annually
 - identify and help secure one sponsor partnership annually
 - bring additional attendees to CCTC events

Email to hello@centralcoast-tourism.com no later than **April 8, 2022.**

I nominate myself and/or the following individual(s):

1. _____
Name Organization Email Address
2. _____
Name Organization Email Address
3. _____
Name Organization Email Address

Submitted by:

Name Organization Signature