

COUNTY OF SAN LUIS OBISPO
APPLICATION FOR APPOINTMENT
TO A BOARD, COMMISSION, COMMITTEE

Date 9-5-2012

Applying For: CBID Advisory Board
(NAME OF BOARD, COMMISSION, COMMITTEE)

Name: Fairweather, John D.
Last First Middle Initial

Address: _____
Number Street City Zip Code

Home Phone _____ Business Phone _____

Supervisorial District _____ Years resided in the county? 25

Present Occupation/Employer: Operations Manager for
Martin Resorts, Inc.

If retired, past occupation/employer: _____

Education: B.A. in Organizational Communications

List any school courses, volunteer activities, special skills, training, certificates, licenses or work experience that you feel relate to your qualifications. If you like, you may attach a separate sheet for this purpose or to state your qualifications.

Previous service on county or city advisory bodies or an elected office (names/dates):

Membership in Organizations: _____

Please explain why you would like to serve (attach a separate sheet if necessary):

If appointed, are you willing to participate in the majority of meetings each year and, if necessary, in numerous related meetings or subcommittees? YES NO

Should you be appointed, are you willing, if necessary for that particular body, to file a statement of disclosure as a public official under the standards set forth by the Fair Political Practice Commission? YES NO

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OFFICE USE ONLY

Date called/interviewed _____ Recommended for appointment? YES NO

Appointee prefers not to have address or phone number(s) published? YES NO

Additional Comments: _____



September 5, 2012

To whom this may concern;

My name is John Fairweather, and I am seeking the opportunity to represent the distinguished regions of the central coast as a board member for the San Luis Obispo County Tourism Business Improvement District. As the current Chairman for the Pismo Beach Hospitality Association, and a long time local resident of our county, I welcome any opportunity I can to support our local lodging partners and businesses.

My background in hospitality holds deep roots on the central coast, and expands across the state of California. After completing my Bachelors degree in Organizational Communication at Sacramento State University, I resided in Northern California working for Hilton hotels, and Marriott International. As a General Manager for Marriott International in Placer County, I sat as the Chairman for the lodging communities' BID with a mission to provide education to the lodging members, increase county TOT, and broadly increase tourism to the region. In 2008, an opportunity to return to the central coast presented itself working for an independent property, and at the same time I was offered the opportunity instructing hospitality classes at Cuesta College.

Over the past few years on the central coast, I have had the opportunity to be a part of many great associations, boards, and educational programs. Currently, I am a member of the Advisory Committee for the Cuesta College Hospitality program, board member for Wine Waves & Beyond in Pismo Beach, and active Chairman for the Pismo Beach Hospitality Association. As an Operations Manager for Martin Resorts, I get the opportunity, on a daily basis, to work with our managers and staff on highlighting the greatness of our many communities in order to bring back loyal travels, while attracting new travels to our properties. I feel that with my experience, and seeing all the active leaders already bringing a brighter spotlight to our communities, I can aid in our CBID's mission to promote economic well being to our Wine, Coast, Country partners.

Sincerely,

John Fairweather
Operations Manager