

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

Date 8/1/13

Applying For: SLO County TBID  
(NAME OF BOARD, COMMISSION, COMMITTEE)

Name: Keller Lori L  
Last First Middle Initial

Address: \_\_\_\_\_  
Number Street City Zip Code

Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

Supervisory District \_\_\_\_\_ Years resided in the county? 0

Present Occupation/Employer: Martin Resorts

If retired, past occupation/employer: \_\_\_\_\_

Education: B.S. Journalism / Marketing

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.

10+ yrs. of sales, marketing experience related to the central coast. Background in hospitality and tourism marketing

Previous service on county or city advisory bodies or an elected office (names/dates):  
Pismo Beach CVB Board 10/2010 - 10/2012

(OVER)

Membership in Organizations: None currently

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

I am keenly aware of the structure of all of the various BID, CVB, VCB entities currently marketing various aspects of the Central Coast and know/understand the unique challenges of the SLOTBID. I would seek to work toward consensus to develop key opportunities to grow tourism.

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

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: \_\_\_\_\_

SAN LUIS OBISPO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT

LOCAL FUNDING AREA

REPRESENTATION FORM

FOR Lori Keller

BE IT KNOWN, that the undersigned, is a constituent of the San Luis Obispo Tourism Business Improvement District ("CBID") by virtue of owning/operating the below listed Lodging property(ies) ("Lodging"). Lodging is defined in San Luis Obispo County Ordinance 3.09.020 .

BE IT FURTHER KNOWN, that the undersigned Constituent has Lodging located in the Avila Local Funding Area ("Local Funding Area") as defined by the CBID.

By placing their signature below, the undersigned Constituent appoints the below listed Representative as its representative to act in its place and vote in any manner with respect to the Local Funding Area, including but not limiting to the election of the directors for the Local Funding Area Board, as if Constituent was physically present at any meeting in which such voting takes place.

"Constituent"

Noreen Martin

Printed Name /Title (if necessary)

Noreen Martin

Signature

"Representative"

Lori Keller

Printed Name

Constituent's Lodging Property(ies) (list by address)

<u>Avila Lighthouse</u>	<u>550 Front St</u>	<u>Avila Beach</u>
	<u>A</u>	