



Dear Nikki Schmidt,

I would like to re-apply for the position of Unincorporated County Seat Board Member with the San Luis Obispo Tourism Marketing District (SLOTMD) which is up for renewal this June. I currently seat in this position and feel I contribute a lot to this board. I currently oversee 6 hotels in Cambria and I am excited to lend my advisory skills to an organization such as the San Luis Obispo Tourism Marketing District.

I am an Area Manager for 6 properties in Cambria owned and operated by Pacifica Hotels. Pacifica Hotels operates 12 properties here on the Central Coast and we are a supporter of the SLOTMD. I have a strong background in hospitality ranging back 16 years operating hotels in Avila Beach, San Luis Obispo, and Cambria. With this background and knowledge I believe I would serve as an excellent adviser and Board Member to the SLOTMD. I would be thrilled to have the opportunity to serve on the board and put my knowledge to use for the new term.

I am confident you'll find me a good fit for your needs as a Board Member to the San Luis Obispo Tourism Marketing District. Please contact me by phone or email at a convenient time for you so that we may set up an in-person meeting. I look forward to hearing from you and thank you so much for your time.

Kind Regards,

James Davison

Area Manager - Cambria

Pacifica Hotels

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