

RESOLUTION NUMBER R- 300754

ADOPTED ON AUG 08 2005

WHEREAS, Cami Mattson, president and CEO of the San Diego North Convention & Visitors Bureau (Bureau) celebrates her 20th anniversary with the Bureau this year; and

WHEREAS, Cami began in the Marketing Department of the Bureau in 1985; and

WHEREAS, Cami took over as Executive Director in 1989, and through her leadership the Bureau grew to a regional organization; and

WHEREAS, Cami increased funding for the Bureau by developing a membership program while driving fundraisers and marketing efforts; and

WHEREAS, Cami created a group sales department in 1996 and secured \$540,000 in funding by the following year, the largest in the Bureau's history; and

WHEREAS, Cami created a stronger visual image of the region by renaming it the San Diego North Convention & Visitors Bureau in 2000; and

WHEREAS, the Bureau generated \$24 million in leisure visitor spending under Cami's direction in 2004; and

WHEREAS, today the San Diego North Convention & Visitors Bureau is a \$1.1 million organization and maintains a membership of 230 organizations; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby recognize the vital services that Cami Mattson has provided the citizens of San Diego.

BE IT FURTHER RESOLVED, that August 8, 2005, be and is hereby proclaimed to be
"CAMI MATTSON DAY" in the City of San Diego.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Stephanie Rahlfs
Stephanie Rahlfs
Deputy City Attorney

SR:jb
07/26/2005
Or.Dept:Council-Maienschein
R-2006-87

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