

**MEMORANDUM  
CITY OF LANCASTER, CA**

TO: Mayor Parris  
FROM: Chenin Dow, Management Analyst II  
DATE: March 8, 2016  
SUBJECT: **Appointment of Melissa Magallanes to the Board of Directors of the Visitors Bureau of Lancaster**

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**Recommendation:**

Appoint Melissa Magallanes, General Manager of the Best Western Plus hotel, as the hospitality representative to the Board of Directors of the Visitors Bureau of Lancaster (the "Visitors Bureau" or "Destination Lancaster").

**Background:**

Destination Lancaster's eight-member Board of Directors includes three board members appointed by the Lancaster City Council. One of these is designated as a City Council representative (Ken Mann), while a second is designated for the City's Economic Development Director (Vern Lawson). The third, designated for a representative of the hospitality industry, has been vacated by Randy Miranda, who recently left the Hampton Inn & Suites.

The Destination Lancaster Tourism Business Improvement District (TBID) hotels have nominated Melissa Magallanes, General Manager of the new Best Western Plus, to fill this vacancy. Ms. Magallanes brings more than a decade of expertise working in the hospitality industry, as well as experience as General Manager at a number of properties in the Antelope Valley. In addition, she has been a proactive and enthusiastic member of the TBID since joining the organization, actively participating in a number of activities and special events.

VL:cd