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**Profile**

Melodie

First Name

Hilton

Last Name

**Full/Legal Name (if different than name provided above)**

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Email Address

Primary Phone

**Which Supervisorial district do you live in? \***

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☒ Non-Resident

Street Address

City

Suite or Apt

State

Postal Code

**Mailing Address (if different than Street/Physical address)**

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**Are you currently registered to vote at the Street Address you provided?**

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☒ Yes ☐ No

**Note: If you answered "No" to the previous question and do not upload an Alternate Document Proving Mendocino County Residency or a Written Letter Requesting a Residency Waiver, your application will not be processed.**

[Request for Residency Waiver\\_Hilton.pdf](#)Upload Alternate Proof of Residency or Request  
for Residency Waiver

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**Which Boards would you like to apply for?**

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Mendocino County Tourism Commission: Eligible

**Which position, seat, or representational category would you prefer?**

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At Large Member

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**Availability to Attend Meetings**

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☒ Night Meetings☒ Day Meetings

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

I have been in a Director of Marketing position in the hospitality and tourism arena in Northern California for almost 20 years.

[Resume\\_MLHilton\\_2024.pdf](#)

Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

n/a

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

n/a

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board

Name of all Mendocino County lodging businesses you represented:

n/a

Question applies to Mendocino County Tourism Commission,Mendocino County Business Improvement District Advisory Board

Number of rooms per named business:

n/a

Question applies to Mendocino County Tourism Commission

**Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.**

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Robert Jason Plnoli, President of the Skunk Train has sat on the board of Visit Mendocino County.

Question applies to Mendocino County Tourism Commission

**Education and Credentials: Please provide your education and professional credentials**

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Ongoing learning in Digital Marketing and current marketing tools and strategies

Question applies to Mendocino County Tourism Commission

**Work Experience: Please provide your work experience**

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The Skunk Train - Sept. 2022 - current Buzzgen Marketing Agency - July 2014 - Dec 2021  
Napa River Inn - April 2013 - April 2019 (continued through the Agency) Napa Valley Wine Train June 2008 - April 2013

Question applies to Mendocino County Tourism Commission

**Special Skills: Please provide your special skills**

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Deep understanding of CRMs, CMS, ecommerce and email marketing. Strong knowledge of data and analytics. Strong current experience in social, search, OOH, TV/Radio, and print. Emerging understanding of AI <hahaha>

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## **Certification**

**Please read the following statements and indicate your acceptance thereof.**

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**I hereby certify that I am a resident in the State of California, County of Mendocino and am at least 18 years of age. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.**

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☒ I Agree \*

Melodie Hilton



Napa, CA 94558

Request for Residency Waiver

Board Application: Mendocino County Tourism Commission

To Whom It May Concern:

I am the Director of Marketing for Mendocino Railway/The Skunk Train and am deeply involved in the hospitality and tourism business of Northern California in general, and Mendocino County specifically.

I was recently awarded a Poppy Award from Visit California for excellence in social media marketing for the Skunk Train's Instagram account. This accolade is one of only 8 marketing awards given in the state in 2024, and one of two for social media marketing.

I am both professionally and personally invested in the success of our tourism and hospitality industry, and have more than 20 years experience in marketing, including almost 10 years in trains.

I hope you will consider this waiver.

Cheers,

Melodie Hilton