

Profile

Katrina

First Name

Kessen

Last Name

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

Email Address

Voter Registration Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Voter Registration or Street address)

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

Sonoma Mendocino Economic Development District: Submitted

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

Board Member

Availability to Attend Meetings

None Selected

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

I have a strong background as an entrepreneur creating and building businesses within diverse industries. Additionally, I have over 12 years of direct experience in Mendocino County in the tourism and wine industries. In my role as Executive Director at EcoTerra Center/Solar Living Institute, I assisted with an entire rebrand and remodel of an iconic Mendocino County property and business. I have served on multiple boards such as The Willits Chamber of Commerce and the Mendocino County Tourism Commission. Due to my passion for community, I am an avid volunteer which also keeps me engaged with different sectors of our communities.

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Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. 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.

☒ I Agree *

Katrina M. Kessen

Ukiah, CA 95482

The Greater Ukiah Business and Tourism Alliance March 2020 - Current
merged organization of Ukiah Chamber of Commerce, Main Street Association, and Visit Ukiah
Executive Director

Began position at beginning of county order of Shelter in Place. Organized, directed, and lead during the pandemic and resultant economic challenges. Served and supported businesses, including downtown Ukiah, creating solutions, strategies, and effective results including funding opportunities, regulatory changes, and alternative business methods. Created partnerships and alliances with countywide Chambers of Commerce, industry organizations, business leaders, city county and state officials, and county government to advocate, strategically lead, and develop programs directly serving the business community and assisting with public health issues.

These programs include:

Mask Up Mendo - mask awareness campaigns/education/assistance with safety supplies

Love Local Mendo - shop local program which includes a locally based gift card that has generated over \$11k in sales; executed a successful holiday safe local shopping campaign

Mendo Mobile Testing a testing solution and wrap-around program for businesses and their employees. This testing program that launched in early December, has already successfully had several pop-up testing events onsite at local businesses.

Visit Mendocino County 2018-2020
Partner Relations Manager

Worked directly with tourism partners and stakeholders to achieve strong relationships, developed educational workshops and materials to inform others of importance of tourism as a major economic development driver within the county.

EcoTerra Center / Solar Living Institute 2018
Executive Director

BARRA of Mendocino Winery and Event Center 2010 - 2018
Manager, Tasting Room and Event Center

Responsible for day-to-day operation, management, and setting standards for guest experiences for 11-12 team members in a successful winery; community outreach and networking; business development; marketing and strategic partnering; advertising; PR; create, develop, direct, and execute branding and other events; create and manage creation of marketing collateral; brand awareness; and social media campaigns. Increased sales revenue YOY, developed and developed event center revenue stream resulting in average 65% growth.

Resort Hotels, LLC 2007 - 2009
Executive Director

Responsible for management of operations, personnel, events, and marketing/sales for two boutique hotels; actively involved in business development and the creation, development, and implementation of procedures; defined and targeted business markets; defined and ensured quality and standards of guest service and experiences. The occupancy rate increased by an average of 150% and ADR (average daily room rates) rose significantly. Payroll and inventory cost reduced.

Turiya Gateway, Inc 2004 – 2007
CEO/Owner – Based in San Francisco

Entrepreneur and CEO of environmental mask and health-related products company; responsible for all functions related to start-up business including creating sales and distribution channels; marketing/sales of product; business development and personnel. Generated sales revenue of approx. \$500k in first year; with revenue increased to \$1.3 mil at sale of the business. Created business based on newly developed environmental mask sourced from the publicly-traded company; opened and developed distribution and sales channels in the US, Canada, England, and Australia; coordinated with the manufacturer for increased production resulting in an additional facility to meet the demand of the product.

Executive Recruiting Firm 1993 – 2008
Owner / Executive Recruiter – Based in San Francisco with National and International Clients

Created and managed a full-service recruiting firm with a full-time staff of 11 and 5 independent contractors; responsible for business development and sales; locating and sourcing candidates; recruiting for open positions; business research and comparative analysis; industry focus: biotech, pharma, high tech, and telecom. Developed business to reflect growth from inception to \$3 million from 1993-2008. Sold business in 2009.