

## CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT

One (1) vacancy with terms ending 9-30-2028, representing the following category: 1 - Agent, Employee or Tenant (AET). *Per the Texas Local Government Code, succeeding directors are chosen through the recommendation of the board and the approval of the City Council.* The Corpus Christi Downtown Management District is recommending the new appointment of Michael Islava.

### Duties

The Corpus Christi Downtown Management District provides maintenance, security, marketing, and the promotion and improvement of property and facilities within the district; the district has the authority to levy taxes or assessments for improvements in the downtown area.

### Composition

The district is composed of at least nine, but not more than thirty directors, serving four-year staggered terms. Directors must represent one of the following categories: a resident of the district; an owner of property in the district; an owner of stock, whether beneficial or otherwise, of a corporate owner of property in the district; an owner of a beneficial interest in a trust that owns property in the district; or an agent, employee or tenant of one of the above. Per the Texas Local Government Code, succeeding directors are chosen through the recommendation of the board and the approval of the City Council.

### Creation / Authority

Title 12 (Municipal Management District), provisions of Chapter 375, Article III, Section 52, Article XVI, Section 59, Article III, Section 52-a of Texas Constitution and of the Local Government Code; 12/16/94 - amended by-laws to increase directors from seventeen to twenty members; 7/04 the directors voted to decrease directors to fifteen. 7/18/2024 Increased to 17 members.

### Meets

3rd Thursday of the month, 9:00 a.m.,  
IBC Bank, 221 S. Shoreline, 2nd Floor.

### Member Size

17

### Term length

4 years

### Board Liaison

Alyssa Barrera Mason

Name	District	Term	Appt. date	End date	Appointing Autho	Position	Status	Category
Krystof Kucewicz	District 5	1	6/23/2020	9/30/2024	City Council		Not seeking reappointment	Agent, Employee or Tenant
Eric R. Gutschow	District 5	2	9/12/2017	9/30/2026	City Council		Active	Property Owner
Glenn R. Peterson	District 4	4	6/8/2010	9/30/2026	City Council	Chair	Active	Property Owner
Dee Dee Perez	District 5	4	6/8/2010	9/30/2026	City Council	Vice-Chair	Active	Agent, Employee or Tenant
Adrienne M. Trevino	Non-Resident	1	2/28/2023	9/30/2026	City Council		Active	Agent, Employee or Tenant
Joshua Richline	District 2	1	11/12/2019	9/30/2026	City Council	Secretary	Active	Agent, Employee or Tenant
Jaime N. Barrera	District 2	1	3/24/2020	9/30/2026	City Council		Active	Resident
Caitlin Shook	District 2	1	4/10/2018	9/30/2026	City Council		Active	Agent, Employee or Tenant

Name	District	Term	Appt. date	End date	Appointing Autho	Position	Status	Category
Casey Lain	District 2	4	6/8/2010	9/30/2026	City Council		Active	Property Owner
Robert Charles	District 2	1	5/20/2021	9/30/2026	City Council		Active	Agent, Employee or Tenant
Lesley B. Lomax	District 2	2	11/12/2019	9/30/2028	City Council		Active	Agent, Employee or Tenant
Cheryl A. Votzmeyer	District 1	2	4/9/2019	9/30/2028	City Council		Active	Property Owner
Ben Molina	District 2	1	2/28/2023	9/30/2028	City Council		Active	Agent, Employee or Tenant
Raymond Gignac	District 2	6	8/21/2001	9/30/2028	City Council		Active	Property Owner
Avery Reny	District 2	1	9/3/2024	9/30/2028	City Council		Active	Agent, Employee or Tenant
Zachary H. Bornstein	District 1	1	9/3/2024	9/30/2028	City Council		Active	Resident
Chris Navarro	District 4	1	9/3/2024	9/30/2028	City Council		Active	Agent, Employee or Tenant

**CORPUS CHRISTI DOWNTOWN MANGEMENT DISTRICT**

**Applicant List**

Name	District	Status	Category
Michael E. Islava	District 2	DMD Recommendation	Agent Employee or Tenant

Profile

Mr. Michael E. Islava

Prefix First Name Middle Initial Last Name

Email Address

Street Address

CORPUS CHRISTI TX 78401

City State Postal Code

Primary Phone

Alternate Phone

What district do you live in? \*

☒ District 2

Current resident of the City of Corpus Christi?

☒ Yes ☐ No

If yes, how many years?

2

Omni Corpus Christi Director of Sales & Marketing Sales & Marketing

Employer Job Title Occupation

Work Address - Street Address and Suite Number

900 N. Shoreline Dr.

Work Address - City

Corpus Christi

Work Address - State

TX

Work Address - Zip Code

78401

Work Phone

361.886.3557

**Work E-mail address**

Michael.Islava@omnihotels.com

**Preferred Mailing Address**

☒ Work Address

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

CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT: Submitted

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**Interests & Experiences****Are you a Nueces County registered voter?**

☒ Yes ☐ No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

Visit Corpus Christi, Sports Council

**Education, Professional and/or Community Activity (Present)**

N/A

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

DMD

**Why are you interested in serving on a City board, commission or committee?**

TBD

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Upload a Resume

**Are you an ex-Officio member of a City Board, commission or committee?**

☐ Yes ☒ No

**No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?**

☐ Yes ☒ No

**Are you a current candidate in an election for a non-city public office?**

☐ Yes ☒ No

Mr. Michael E. Islava

**Do you currently serve as an elected official for a non-city public office?**

☐ Yes ☒ No

**Will you seek re-election to the non-city public office? If not in a non-city public office, please enter N/A**

NO

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## Demographics

### Gender

☒ Male

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## Code of Ethics - Rules of Conduct/Conflicts of Interest

**Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?**

☐ Yes ☒ No

**Do you, your spouse, your business or your spouse's business have a City contract?**

☐ Yes ☒ No

**Does your employer or your spouse's employer have a City contract?**

☐ Yes ☒ No

**Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?**

☐ Yes ☒ No

**Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?**

☐ Yes ☒ No

**Do you or your spouse have a pending claim, lawsuit or proceeding against the City?**

☐ Yes ☒ No

**If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.**

N/A

Mr. Michael E. Islava

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**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT

**The Corpus Christi Downtown Management District must include representatives from certain categories. Do you qualify for any of the following categories? \***

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☒ Agent Employee or Tenant

**The Reinvestment Zone No. 6 members must own real property in the zone or be an employee or agent of a person that owns real property in the zone. Do you qualify?**

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☐ Yes ☒ No

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**Verification**

### City Code Requirement - Residency

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**As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.**

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☒ I Agree

### City Code Requirement - Attendance

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**As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.**

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☒ I Agree

### Consent for Release of Information

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**I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.**

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☒ I Agree

### Oath

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**I swear that all of the statements included in my application and attached documents, if any, are true and correct.**

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☒ I Agree





November 20, 2024

To Whom It May Concern,

I am delighted to provide information regarding Michael Islava, Director of Sales and Marketing at Omni Corpus Christi Hotel. It is exciting to hear that Michael is interested in sitting on the Corpus Christi Downtown Management District's Board. We are assured that Michael will be a tremendous endowment to the Board and will act with integrity and trust.

If you need any further information, please feel free to contact me directly.

Sincerely,

*Anittra Williams*

Anittra Williams  
Corporate Director of Human Resources  
4001 Maple Avenue  
Dallas, TX 75219

# OMNI

CORPUS CHRISTI

November 15, 2024

Corpus Christi Downtown Management District  
921 N. Chaparral St. STE 100  
Corpus Christi, TX 78401

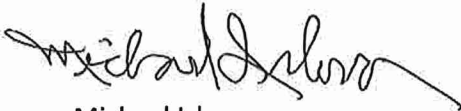
To the Board of Directors,

My hospitality career has allowed me to live and work in 14 different destination cities. Each experience has taught me the importance of understanding local culture before contributing to community growth and involvement.

I have lived in Corpus Christi for 16 months, and I am eager to assist with revitalizing and advancing the Downtown Management District's vision.

Thank you for your consideration of me, as a potential board member.

Sincerely,



Michael Islava  
Director of Sales & Marketing  
Omni Corpus Christi

## Sales & Marketing Executive

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*Strategic Market Planning / Hospitality Management / Revenue  
Growth Business Development / Leadership & Stakeholder Collaboration /  
Brand Development*

A seasoned, ambitious executive with a robust history of achievement, developing and directing strategic marketing initiatives in large-scale hospitality environments. An intuitive leader with acute business acumen and expertise in professional and staff development, operational turnaround, and crisis management. Collaborate with community members, hospitality leadership, and third-party agencies to evaluate current needs while exploring potential market opportunities.

### Areas of Expertise:

- Strategic Planning & Implementation
- Operational & Business Development
- Turnaround & Crisis Management
- Sales & Revenue Growth
- Staff Development and mentoring of 23 managers to director-level sales & catering leadership positions.
- Budget Administration & Cost Savings
- Data & Trend Analysis
- Report Preparation & Presentation
- Active representation on Committees and Boards in the Hospitality community

## Professional Experience

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### DIRECTOR OF SALES & MARKETING

Omni Corpus Christi, TX- (2023-Present)

Granted midyear the leadership of 15 professional Sales, Catering, and Convention services and support teams while maintaining sales and revenue goals that met 2023 objectives. Assisted in the re-launch of new restaurant & bar outlets. Appointed to CC Sports Commission. Actively involved with Visit Corpus Christi, assisting in gaining market share and retaining legacy citywide groups.

### DIRECTOR OF SALES & MARKETING

Marriott Jacksonville Downtown, FL - (2021-2023)

Retained from the property sale to assist the transition from owner-operator to new management and reflagging to a full-service Marriott hotel. Rebuilding sales and events team from a pandemic year. Actively involved in rebuilding business levels and recovering lost business. Represented the hotel in the community without top leadership. Able to build back business levels to 2019

Omni Hotels - Jacksonville, FL - (2013 to 2021)

*Retained during the pandemic year and supported line-level daily responsibilities for Rooms, Food & Beverage divisions, as well as mediated group and catering cancellations and rebookings during the year 2020.*

*Oversaw \$15M in revenue while managing a 12-person team and managing an expense budget of over \$1.5M.*

Managed Sales, Catering, and Conference Services while exceeding group booking goals for room revenue and overall revenue. Continuously contributed to exceptional GOP and RevPAR goals through broadened

# Michael

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team focus and aggressive selling techniques. Developed traditional property marketing to include Trade Restaurant & Bar while increasing community awareness and driving sales.

Provided professional development and mentorship to team members and direct reports while crafting career paths and operational performance through one-on-one meetings, evaluations, and workplace counseling. Evaluated and repurposed assets while working to produce revenue across multiple channels. Achieved the highest Departmental Associate Engagement survey scores, exceeding the company average for 2016, 2017 and 2019.

- - Exceeded the GOP Performance Goal by 2.3% in 2019.
- - Achieved 97% of the revenue and group sales production goals in 2017, despite operating in a hurricane-disrupted market.
- - The Revenue Team attained the number one STR ranking in the competitive set for RevPAR in 2016, marking growth in rate for the first time since 2005.
- - The Sales and Catering team earned a Sales Recognition trip to Mexico for outstanding performance in 2016.

Noble House Hotels & Resorts – Riviera Palm Springs,  
CA DIRECTOR OF SALES & MARKETING (2011 to 2013)

*Directed sales and marketing efforts while driving overall business development and revenue increases for a large-scale hospitality business.*

Managed Sales, Catering, and Conference Services teams to improve guest experience and exceed operational benchmarks. Provided insights into destination goals and marketing objectives while leveraging leadership in the hospitality community.

*Selected Contributions:*

- Increased sales pace to 2,800 rooms per night and \$120K in catering revenues year over year.
- Collaborated with sales team to generate leisure sales, creating a 17% increase in year-over-year growth.
- Improved social media traffic by 600% while engaging current followers and enticing potential users while collaborating with a Public Relations firm.

Dolce Hotels & Resort, Lakeway Resort & Spa – Austin,  
TX DIRECTOR OF SALES & MARKETING (2009 to 2011)

*Directed operational and brand restructuring while reversing sales and room occupancy deficit.*

Leveraged sales and marketing experience to manage operational deficits by implementing new programs, hiring and onboarding, and strategic rebranding. Created and developed a new brand logo, website, collateral, and brand standards while collaborating with leadership from a new management group. Supplemented mid-week business through a local business travel program, averaging an additional 50 room nights a month.

*Selected Contributions:*

- Managed and overturned a 4,800-room deficit by rebuilding sales, catering, and management teams through operational repositioning.
- Collaborated with a local radio station to develop the “Live at the Lake” series to generate Rooms and Food & Beverage revenue for off-peak periods.

# Michael

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## Additional Experience

Director of Sales &  
Marketing

KSL La Quinta Resort & Club, La Quinta, CA;

Marriott, Renaissance Esmerelda Resort & Spa, Indian Wells, CA; KSL La Quinta Resort & Club, La Quinta, CA; The Ritz-Carlton Hotel Company, Laguna Niguel, Marina Del Rey, Pasadena, Kapalua HI and Rancho Mirage Ca Westin La Paloma, Tucson, AZ

## Education

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Bachelor of Science in Health Sciences • San Diego State University – San Diego, CA