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RE: MLT Board of Directors Seat

August 29, 2023

To whom it may concern,

For those of you who don't know me, I am Cristi Quesada-Costa, owner of Dos Alas CubaRican Café & Lounge, previously Sherwin's Restaurant, located within the Sierra Meadows Ranch at 101 Sherwin Creek Road. This letter serves to communicate my interest in fulfilling a seat, and becoming a member of the Mammoth Lakes Tourism (MLT) Board of Directors.

I was a business owner in Los Angeles prior to moving to Mammoth Lakes; however, in a different field altogether. LatinSphere Advertising | Experiential Marketing enjoyed a notable roster of Fortune 500 Clients during its fourteen (14) year tenure, such as The Walt Disney Company, Disneyland Resort, Walt Disney World, Disney Vacation Club, ESPN, XM Radio, Sears, Roebuck & Company, OSH, Verizon, U.S. Cellular and Macerich Malls, to name a few. I acted as Executive Creative Director, Producer, COO and CFO. My business partner and I also shared all CEO duties. My Advertising career flourished at a WPP Agency (Y&R, O&M, etc.), where I worked as an Account Director, managing the Agency's biggest account, Sears, Roebuck & Co, for eight (8) years, as the brand identity transitioned from hard to soft goods, and after leaving the L.A. satellite office of a NY based Agency, where I worked as an Account Executive on their Anheuser-Busch, Bacardi Rums, P&G, Kmart and McDonalds accounts.

Prior to opening my Agency, I was the Managing | Membership Director for the Latin Recording Academy during its inception, where I managed and helped produce the 1st Annual Latin GRAMMY® Awards and corresponding events, such as the 1st Annual Latin GRAMMY® After Party, Latin GRAMMY® Person of the Year, and Latin GRAMMY® in the Schools, as well as International Membership Conferences in Mexico, Colombia and Brazil, to recruit qualified Latin GRAMMY® voting members. I was also charged with the inception of the Latin GRAMMY® Hall of Fame, as well as the Brazilian GRAMMY® Committee, to explore the possibility of forming a Brazilian GRAMMY® Academy with its own Awards show, and corresponding events.

When I moved to Mammoth Lakes (2015), my second home since 1998, when we began buying properties here, I took a year off to catch my breath after a successful and exhausting 25-year career in Corporate America. In the meantime, I developed / launched Dreamers Do (DreamersDoArt.com), an online fine art gallery. However, the target is narrow, due to the high cost of fine art, and it's frankly not easy to sell fine art people can't see in person, hence, sales were random at best. That said, I moved on to my next business journey, Dos Alas CubaRican Café & Lounge (DosAlasCafe.com), a hobby turned business, which has also become a fresh platform to exhibit art, as part of a unique dining experience. I opened the restaurant on July 12, 2019, just in time for COVID, yet survived.

I encourage you to visit Dos Alas CubaRican Café & Lounge if you haven't already. It has added a multi-sensory experience to Mammoth Lakes, and Mono County in its entirety. The experience begins with a gastronomic journey with Tropical / Caribbean and Spanish cuisine on the spotlight, to pamper a diverse group of patrons consisting of tourists and locals alike. As guests enter the venue, our food aromas mesmerize them. Their eyes are treated to breathtaking 360 Sierra Nevada views, and extraordinary art. They are then soothed and/or uplifted by worldly music. And finally, their taste buds are sometimes surprised and always delighted upon biting into a variety of flavorful dishes that can only be found here. Dos Alas is a unique dining destination, offering an uplifting cultural experience like no other in town. It's a casual restaurant, bar (beer and wine) and lounge under one roof, serving quality homemade and mostly slow-cooked food, focused on, but not limited to Cuban and Puerto Rican cuisine, rooted from their respective islands' native *Siboney* and *Taino*, Spanish and African origins. Traditional Spanish food, the dominant root of Cuban and Puerto Rican cuisine, is also featured. Vegetarian dishes are always available for those seeking delicious and unique meat-free meals. Gluten-free, as well as lactose-free dishes are also readily available. The International Latin flavor is evident not only in the food, but also in the decor and ambience. The decor is enhanced by exquisite art, which patrons seem to very much enjoy as they tour the restaurant. Dos Alas is a happy place, as you can read about in multiple online reviews.

I believe my expertise and entrepreneurial spirit could bring a fresh mix of professional assets to MLT. Furthermore, I am genuinely interested in the appeal and growth of the Town of Mammoth Lakes, as a resident and business owner. Having been a second homeowner for many years, to later realize the dream of moving here, also gives me a clear understanding of visitor's perspective. One of my top day-to-day priorities is to improve patron's experience while visiting Mammoth Lakes, which seems to be working, as per our online reviews.

Thank you in advance for the opportunity to apply for the open chair position for MLT. Should you have any questions, please don't hesitate to contact me anytime.

I look forward to your reply.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Cristi Quesada-Costa', with a long horizontal flourish extending to the right.

Cristi Quesada-Costa

Owner

Dreamers Do, LLC DBA Dos Alas CubaRican Café & Lounge