

September 10, 2020

City of Blaine

Cathy Sorensen

Letter of Interest concerning the second seat for the hotel/lodging sector for the Twin Cities Gateway Visitors Bureau.

Hello, my name is Barbara Hartman and I am the General Manager for the Blaine Fairfield Inn & Suites. I am the opening GM for the hotel and we just enjoyed our one-year anniversary on August 1, 2020.

My previous community experience and hotel experience includes twenty-three years of hotel management, with the rebranding of two hotels to major brands and opening this current hotel.

Through the years of hotel management, I have had the pleasure of working with CVB's in Minneapolis, Bloomington, Dakota and Ramsey counties as well as various chambers. My last experience in Management was working with independent owners. This gave me a greater ability to become much more involved with community events, efforts and activities. I managed a White Bear Lake property with an owner that was a city board official, as well as a past Winter Carnival King that had great affiliations with the City of St. Paul.

Since he was so involved with the City of White Bear, I was able to be very involved as well. Some of the community events I took place in were:

- City of White Bear board meetings, I attended monthly meetings as a representative of the hotel. Discussed various agendas for the city and voted on them. Gave input and involvement as a business.
- Explore White Bear: Planning of community events, attended regular meetings and assisted in various WB activities.
- Barely Open WBL Fishing Opener: Activity planning, execution and involvement as a business
- Upper Mid-west wedding show – Held at the hotel and catered by the restaurant
- White Bear Lake Fourth of July activities that took place over 10 days, manned the beach dance entrance, assisted with the collection of money, contributed food as a business, planning and executing events.
- Christmas Activities: Five retirement facilities: Dinner with Santa, assisted in the planning of the event, held the event at the hotel, provided food and photos which I directly oversaw.
- School District involvement: development of middle school shark-tank project, I was one of the sharks.

I am interested in being a board member to greater establish myself and business in Blaine as well as offer any assistance where I can with the skill set I have to offer. It is important to me to understand the city in which I operate a business and it's goals so I can work to position the business and our operations in line with those goals as well as be an active participant in the reaching of those goals.

I have attended four of the business meetings held by the City in 2019 for that purpose, and it is exciting to see what Blaine is becoming and building as well as the desire of officials for education and community concerns.

I live north of Blaine, and I have a daughter, son-in-law and two grandchildren who have built a new home in Blaine a few years ago. I see Blaine as a north metro safe, clean and strong community that is in an important growth stage. I would be honored to be a part of that growth and offer my services to assist in that growth to be the best of my ability.

Sincerely,



Barbara Hartman

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