

File No. 150183

Committee Item No. 3

Board Item No. \_\_\_\_\_

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date March 12, 2015

Board of Supervisors Meeting

Date \_\_\_\_\_

### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- Memorandum of Understanding (MOU)
- Grant Information Form
- Grant Budget
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- Contract/Agreement
- Form 126 - Ethics Commission
- Award Letter
- Application
- Form 700
- Vacancy Notice
- Information Sheet
- Public Correspondence

### OTHER

(Use back side if additional space is needed)

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Completed by: Alisa Somera Date March 6, 2015

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

1 [Appointment, Board of Appeals - Richard Swig]

2

3 **Motion approving/rejecting the President of the Board of Supervisors London Breed's**  
4 **nomination of Richard Swig, for a term ending July 1, 2016, to the Board of Appeals.**

5

6 WHEREAS, Pursuant to Charter, Section 4.106, the President of the Board of  
7 Supervisors London Breed has submitted a letter notifying the Clerk of the Board of  
8 Supervisors of the nomination of Richard Swig to the Board of Appeals, received by the Clerk  
9 of the Board on February 19, 2015; and

10 WHEREAS, The Board of Supervisors, by Motion No. 02-80, established a process to  
11 review the President's nomination to the Board of Appeals; now, therefore, be it

12 MOVED, That the Board of Supervisors hereby approves/rejects the President's  
13 appointment of Richard Swig to the Board of Appeals, for the unexpired portion of a four-year  
14 term ending July 1, 2016.

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President, Board of Supervisors  
District 5



City and County of San Francisco

**LONDON N. BREED**  
**MEMORANDUM**

Received  
February 19, 2015  
ab

**TO:** Rules Committee Clerk  
**FROM:** Conor Johnston  
**DATE:** February 19, 2015  
**SUBJECT:** Appointment by President Breed

Please be advised that President Breed has selected Rick Swig to be appointed to the Board of Appeals. His résumé and bio are attached.



Board of Supervisors  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 244  
(415) 554-5184 FAX (415) 554-7714

### Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Board of Appeals

Seat # or Category (If applicable): \_\_\_\_\_ District: \_\_\_\_\_

Name: Richard L. Swig, Jr.

Home Address: — Marina Boulevard, San Francisco, CA Zip: 94123

Home Phone: 415- ——— Occupation: Hotel Consultant

Work Phone: 415-541-7722 Employer: Self-employed/RSBA & Associates

Business Address: 400 Spear Street, Suite 106, San Francisco, CA Zip: 94105

Business E-Mail: rickswig@rsbaswig.com Home E-Mail: \_\_\_\_\_

**Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.**

Check All That Apply:

Registered voter in San Francisco: Yes  No  If No, where registered: \_\_\_\_\_

Resident of San Francisco  Yes  No If No, place of residence: \_\_\_\_\_

**Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:**

I am a native San Franciscan, who was raised in the Richmond District and now I reside in the Marina District. Professionally, I am involved in the hotel business, both as an adviser in hotel real estate and operations, while I also am knowledgeable with regard to other commercial real estate segments. I have served as a Commissioner and President of the San Francisco Redevelopment Agency, which provided me with the training as a commissioner and increased knowledge regarding public and private sector real estate and the entitlement process throughout many of San Francisco's Districts. With the experience of being a Commissioner I learned the importance of listening and being sensitive to neighborhood group and individual citizen constituencies with regard to their specific needs within their own neighborhoods and living environments. As a result, I developed a great degree of care in decision making to insure that the Commissions decisions were responsible and appropriate both in consideration of a broad spectrum of neighborhood needs and governance requirements.

**Business and/or professional experience:**

November 1986 - Present  
President, RSBA & Associates, San Francisco, CA

This is a consultancy firm for the hospitality industry. Current activities include individual advisory roles for client decision making in the areas of evaluation of hotel operating procedures; supervisory and asset management; business and market plan review, development, and implementation; central reservations development and usage as marketing tool; disposition and acquisition of properties; and litigation support

**Civic Activities:**

2007 - 2012, Commissioner  
San Francisco Redevelopment Agency  
(President, January 2010-2011)

2009 - Current, Board of Directors  
Visit Napa Valley

2012 - Current, Board of Directors  
Our Town St. Helena

2010 - 2014, Chairman, Board of Directors  
Napa Valley Tourism Corporation

2010 - 2014, President, Board of Directors  
St. Helena Tourism Improvement District

1998 - Current, Advisory Board  
Bill Graham Foundation  
Trustee, as of June 2008

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes  No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. *(Applications must be received 10 days before the scheduled hearing.)*

Date: 2-20-15 Applicant's Signature: (required) Richard L. Swig, Jr.

(Manually sign or type your complete name.  
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

**Please Note:** Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:  
Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Seat was Vacated: \_\_\_\_\_

## **RICHARD L. SWIG, JR. (RICK)**

Marina Boulevard  
San Francisco, CA 94123  
Tel: (415) 541-7722  
E-mail: rickswig@rsbaswig.com

### **PROFESSIONAL EXPERIENCE**

*November 1986 - Present*

*President, RSBA & Associates, San Francisco, CA*

This is a consultancy firm for the hospitality industry. Current activities include individual advisory roles for client decision making in the areas of evaluation of hotel operating procedures; supervisory and asset management; business and market plan review, development, and implementation; central reservations development and usage as marketing tool; disposition and acquisition of properties; and litigation support.

*November 1986 - December 1988 (Sold to Red Sail Sports)*

*President, Travel Identity Limited, San Francisco, CA*

This company, now through Red Sail Sports, develops retail and promotional merchandise programs for hotels and cruise lines, utilizing the logo identity of the customer. Under Red Sail Sports, the premise is to develop an alternative marketing direction through the utilization of logo identity, while potentially creating another profit center through the retail sale of goods through in house retail outlets and catalogue sales. Retail consultancy is also provided. Clients currently include Nikko Hotels, Bally's Hotels, Royal Viking Line, Sitmar Cruise Line, Peppermill Hotel Casino, and others.

Personal responsibilities include corporate planning, direct selling, product creation, and personnel management.

*January 1981 - October 1986*

*Vice-President/Managing Director,  
Fairmont Hotel Management Co., San Francisco, CA*

Responsible for the general management of four 500 plus room hotels in San Francisco, Dallas, New Orleans and Denver. Reported directly to President/CEO. Personnel management responsibilities included all executives in management company plus hotel general managers. Created salary, wage and benefit package. Designed and implemented operations manuals.

General responsibilities involved financial planning and budgeting; development of marketing directions; coordination, development and implementation of advertising campaign with agencies supervision; supervision of operations, including continuing service evaluations and direction; key customer relations and sales; building renovation planning and implementation plus key maintenance decisions and implementation; miscellaneous capital expenditure planning and decision making; food and beverage program planning; team building; and entertainment booking.

*January 1980 - January 1981*  
*Vice President/Marketing and Promotion,*  
*Dreamland Records, Los Angeles, CA*

*June 1978 - January 1980*  
*Infinity Records/MCA, Inc.,*  
*Vice-President/Field Promotion, Los Angeles, CA*

*March 1973 - March 1978*  
*CBS/Epic Records*

Summary follows:

*January 1977 - June 1978*  
*Director, National Album Promotion, New York, NY*

*June 1976 - January 1977*  
*Assistant Director, National Promotion, New York, NY*

*August 1975 - June 1976*  
*Regional Promotion Manager, Northeast Region, New York, NY*

*March 1973 - August 1975*  
*Local Promotion Manager, San Francisco, CA*

*December 1972 - March 1973*  
*Regional Promotion Manager, Chess/Janus Records*

*March 1971 - December 1972*  
*Chess/Janus Records Promotion Manager,*  
*H.R. Basford Co., San Francisco, CA*

## PROFESSIONAL ASSOCIATIONS

### *San Francisco Travel Association (Formerly San Francisco Convention & Visitors Bureau)*

Chairman, Tourism Improvement District Task Force, 2008  
Chairman, 2005-2006  
Vice Chairman, 2004-2005  
Secretary Treasurer, 2002-2003  
Board of Directors, 1992, 1999-Current  
Board of Directors, SFCVB Education and Research Foundation, 2004-Current  
Marketing Committee, 1990-2001  
Convention Sales Committee, 1986-Current  
Executive Committee, 2000-Current  
Public Relations Committee, Chair, 2001-2002

### *International Society of Hospitality Consultants (ISHC)*

Board of Directors, 1993-1998  
Chairman, 1997-1998  
President, 1996-1997  
Vice President, 1995-1996  
Treasurer, 1993-1995

### *Hospitality Asset Managers Association (HAMA)*

President, 2007-2008  
Vice President, 2006-2007  
Secretary, 2004-2005

## SPEAKING ENGAGEMENTS

*"ASSET MANAGEMENT - OPTIMIZING THE VALUE OF YOUR HOTEL"*, ALIS Conference, JW Marriott and Nokia Theatre at LA LIVE, Los Angeles, California, January 27, 2015.

*"OPTIMIZING THE VALUE OF YOUR HOTEL - What are best practices today with asset management? Strategies to enhance revenues, control costs, and manage the relationship with the brand and the operator in order to optimize the value."* ALIS Conference, JW Marriott and Nokia Theatre at LA LIVE, Los Angeles, California, January 28, 2014.

*"THE CUSTOMERS ARE TALKING, ARE YOU LISTENING?"* ALIS Conference, JW Marriott and Nokia Theatre at LA LIVE, Los Angeles, California, January 23, 2013.

*"HOSPITALITY NEW NORMAL - ARE YOU READY FOR IT?"*, AH&LA Fall Conference 2012, Jacob K. Javits Convention Center, New York, New York, November 12, 2012.

*"MY HOTEL LOAN IS DUE: HELP"*, Crittenden National Real Estate Conference, Hyatt Mission Bay, San Diego, California, April 23, 2012.

*"HOSPITALITY MARKET UPDATE"*, Urban Land Institute (ULI) San Francisco, CB Richard Ellis, San Francisco, California, April 18, 2012.

*"ASSET MANAGEMENT STRATEGIES – As We Move Away From Crisis Mode, What Did We Learn About How To Manage The Asset More Effectively, And How Can We Be Sure We Won't Forget?"*, ALIS Conference, JW Marriott and Nokia Theatre at LA LIVE, Los Angeles, California, January 24, 2012.

*"RESTORING HOTEL PROFITABILITY AND THE ROOM RATE CHALLENGE – Is It Really Going To Be Five Years Before We Return To 2007 Rate Levels? What's Really Happening Out There, What's Working, What's Not?"*, ALIS Conference, Hilton San Diego Bayfront, San Diego, California, January 24, 2011.

"OWNERSHIP STRATEGIES: MATCHING CUSTOMER EXPECTATIONS IN A DOWN ECONOMY – How Are Brands And Owners Coping During The Downturn, And Positioning For Better Days Ahead?", ALIS Conference, Hilton San Diego Bayfront, San Diego, California, January 25, 2010.

## RECENT PUBLISHED ARTICLES

"Alt-accommodation impact felt in San Francisco", *Hotel News Now*, August 29, 2014.

"Challenges Have Only Just Begun For Hotel Owners and Operators", *Real Estate Forum*, July/August 2010.

"Lenders to Lodging Industry Must Come Out of Their Foxholes", *Real Estate Forum*, November/December 2009.

"Pricing to Profit", *HotelNewsNow.com*, August 25, 2009.

"Hotel Real Estate Owners Face a Brave New World", *Real Estate Forum*, May/June 2009.

"Guidelines for Capital Expenditure Decisions," *Hotel Asset Management Principles & Practices Second Edition*, Chapter 12, page 271, Copyright 2004, 2009 by the American Hotel & Lodging Educational Institute.

"No Excuses," E&Y Kenneth Leventhal Real Estate Group *Concierge*, June 1995.

"The Forces of Change in the Hotel Industry," The Ernst & Young *Real Estate Journal*, Summer 1994.

"Who's the Boss? What's the Vision?," Ernst & Young *Concierge*, Spring 1994/The Equity Asset Managers Association *TEAM A News*, May/June 1994.

"Will REITS & Gaming Remain the 'Darlings' Of Wall Street in '94?," *Real Estate Forum*, February, 1994/Ernst & Young *Concierge*, December 1993.

"The Accidental Owners," Ernst & Young *Concierge*, Issue No.3 1993.

"Management Company, General Manager, & Owner: An Equilateral Triangle," Ernst & Young *Concierge*, Issue No.2 1993.

"Hotels: To Buy Or Not To Buy," Ernst & Young *Concierge*, Issue No.1/*Colorado Real Estate Journal*, December 16, 1992.

"Tales of an Accidental Owner," Ernst & Young *Concierge*, Summer 1992.

## **EDUCATION**

*December 1972 - Graduated Stanford University, B.A.*

*August 1983 - Stanford Business School, Executive Program*

*August 1986 - Stanford Business School, Marketing Management Program*

## **COMMUNITY ACTIVITIES**

*2009 - Current, Board of Directors  
Visit Napa Valley*

*2010 - 2014, Chairman, Board of Directors  
Napa Valley Tourism Corporation*

*2010 - 2014, President, Board of Directors  
St. Helena Tourism Improvement District*

*2007 - 2012, Commissioner  
San Francisco Redevelopment Agency  
(President, January 2010-2011)*

*1998 – Current, Advisory Board  
Bill Graham Foundation  
Trustee, as of June 2008*

*2000 - Current, Advisory Board  
Say Hey Foundation*

*1994 - 2003, Board of Directors  
San Francisco Jazz*

*1991 - 1998, Board of Directors,  
San Francisco Zoological Society*

*1985 - 1994, Board of Trustees,  
San Francisco Art Institute, Chairman (1989-1991)*

*1987 - 1990, Board of Directors,  
San Francisco Girl's Chorus*

*1981 - 1984 Board of Trustees,  
San Francisco Chamber Orchestra*

**RICK SWIG**  
**President**  
**RSBA & Associates**

Rick Swig operates RSBA & Associates, which was founded in 1986. Since that time, Mr. Swig has provided advisory services to both major hotel management and operating companies, as well as owners of individual hotels and portfolios. Along with his asset management and consultancy work associated with RSBA & Associates, he has also been an investor in hotels since 1989. He currently owns the Napa Winery Inn in Napa, California. His past background also includes a career with Fairmont Hotels, where he rose to be the Vice-President and Managing Director of the Fairmont Hotel Management Company.

RSBA & Associates is a consultancy firm for the hospitality industry. Primary activities include asset management, hotel operations reviews, asset strategy development, and acquisition due diligence. Clients include individual and institutional asset owners, as well as hotel operating and management companies. Engagements have included work on hotels with both urban and resort locations with business and/or leisure services.

Rick Swig is past President of the Hospitality Asset Managers Association (HAMA) and a member of the International Society of Hospitality Consultants (ISHC) of which he is past Chairman. He is currently on the Board of Directors of the Visit Napa Valley (formerly the Napa Valley Destination Council); President of the Napa Valley Tourism Corporation; and Chairman of the St. Helena Tourism Improvement District. He was the 2005-2006 Chairman of the San Francisco Travel Association (formerly San Francisco Convention & Visitors Bureau) Board of Directors. In 2008 Mr. Swig was Chairperson of the San Francisco Tourism Improvement District (SFTID) committee, which created new legislation for tourism and convention center funding in San Francisco, and he continues to serve on the 2012-2013 SFTID Board of Directors. He was a member of the San Francisco America's Cup Organizing Committee (SFACOC). He served as a Commissioner on the San Francisco Redevelopment Agency Commission from 2008 through 2012. He is a graduate of Stanford University.

San Francisco  
BOARD OF SUPERVISORS

Date Printed: February 20, 2015

Date Established:

July 1, 2002

Active

**BOARD OF APPEALS**

**Contact and Address:**

Cynthia Goldstein Executive Director  
1650 Mission Street #304  
San Francisco, CA 94103

Phone: (415) 575-6880

Fax: (415) 575-6885

Email: [cynthia.goldstein@sfgov.org](mailto:cynthia.goldstein@sfgov.org)

**Authority:**

Charter, Section 4.106 (Prop D. Election March 5, 2002); and Motion No. 02-80.

**Board Qualifications:**

The Board of Appeals consists of five (5) members, two (2) nominated by the President of the Board of Supervisors, and three (3) members nominated by the Mayor. Each nomination of the Mayor and the President of the Board of Supervisors is subject to approval by the Board of Supervisors. If the Board fails to act on the nomination within 60 days from the date the nomination is transmitted to the Clerk of the Board of Supervisors, the nominee shall be deemed approved.

In order to stagger the terms, the Clerk of the Board of Supervisors shall determine by lot which two (2) of the three (3) Mayoral appointees shall serve an initial two-year term, and which one of the two (2) appointees of the President of the Board of Supervisors shall serve an initial-two year term. The remaining appointees shall serve four-year terms. All subsequent terms shall be four years.

The appointees of both the Mayor and the President of the Board of Supervisors shall take office at 12:00 noon on the first day of July 2002.

The Board of Appeals, a quasi-judicial panel, decides appeals of permits, variances, zoning determinations and other department actions at public hearings.

Reports: None referenced

Sunset Date: None