

Doug Mattos

I have recently retired from 20 plus years with the City of Watsonville as Promotions and Communications Coordinator. In that position I served as chair of the Special Events Committee and worked with local organizations planning events in our city and produced three major community events; including the Monterey Bay Strawberry Festival at Watsonville, the Spirit of Watsonville 4th of July Parade and Festival (30,000 plus in attendance); and the Holiday in Lights program (FIRE IN THE SKY?). Some of the skills and duties required are the abilities in promotion and production, recruiting and managing volunteers, directing city staff, and in marketing and public relations. One of my major accomplishments was the development of the Monterey Bay Strawberry Festival to a “destination event” that attracted an attendance of over 80,000 local, national and international guests in 2005, which brought over \$4.5 million dollars to the local Watsonville economy. This event has continued to welcome visitors and stimulate the city’s economy.

In my career with the City, I also oversaw the Volunteer Program, served as the liaison for the Homeless Task Force representing Watsonville at the Santa Cruz County level, worked with the Economic Development Department as chair of the Downtown Revitalization Task Force and the last few years worked in the City Manager’s office overseeing Risk Management, working with Police, Fire, Airport and Public Works and Utilities.

I am a community oriented team player. I have served on the Pajaro Valley Chamber of Commerce Board of Directors, the Santa Cruz Chapter of the American Red Cross Board of Directors, and the Watsonville Fly-In and Air Show. I enjoy working with people, I am enthusiastic, and given broad direction, require minimal supervision to accomplish any task. I take pride in delivering a quality product or service on time at the least minimal cost.

I believe I have a great understanding of airshows after serving in various positions over many years with the Watsonville Fly-in and Airshow, including **6 years as a BOD member**, Chairperson of Admissions and Security. Some of those duties included working with the airport manager, airport tenants, and airport FBO’s, CAP, Watsonville Police and Fire, AMR, ground-ops, air-ops, communication, hotel and vehicle procurement, parking, securing cash pick-ups and drops from gates and parking area to the on-site bank, contracting, implementing procedures, assisting with the changing of roadway traffic patterns, and staffing and overseeing private security.

Another example of practical experience is my seven years as volunteer for the annual Monte Fireworks at Seacliff State Beach providing logistical services, such as overseeing the information booth that provided a check-in for law enforcement, missing children, lost and found, event radio distribution, and checking in vendors. This event required liaison with CHP, Santa Cruz County Sheriff, California State Parks, California Coastal Commission, Board of Supervisors, CalTrans, private security, Santa Cruz County Transit, and Cabrillo College for parking.

I am a decision maker, assume responsibility for my work, and enjoy working with and mentoring staff and volunteers. I would welcome the opportunity to become the Director of Security for the upcoming 40th Annual California International Airshow at Salinas.

Sincerely,

Doug Mattos