



MENDOCINO COUNTY EXECUTIVE OFFICE

NEWS RELEASE

CONTACT: Executive Office (707)463-4441

TO: MENDOCINO COUNTY NEWS MEDIA
FR: MENDOCINO COUNTY EXECUTIVE OFFICE

Ukiah, California... *April 21, 2015*

UPDATE ON THE UPCOMING DISCUSSIONS ON RESTRUCTURED LODGING BID

On May 5, 2015, the Mendocino County Board of Supervisors will consider amending the Mendocino County Lodging Business Improvement District (BID) Ordinance to reform the current governance structure which includes five (5) boards, fifty-six (56) board members and four (4) overlapping contracts. The Boards of Directors of the Mendocino County Lodging Association (MCLA), the Mendocino County Promotional Alliance (MCPA), and Visit Mendocino County (VMC), have voted to endorse a series of changes unanimously recommended by Supervisors John McCowen, Dan Gjerde and five representatives from both MCLA and MCPA. Prior to the Board meeting on May 5, lodging operators and interested parties are invited to learn of the proposed changes at a series of meetings to be held around the county.

The meetings will consist of a brief presentation on a three part implementation plan: 1) annual renewal of the BID at the current 1% assessment rate; 2) reform of the governance structure, to be adopted by the Board of Supervisors; 3) consider increasing the BID assessment rate to 2%, subject to a protest vote of the lodging operators. Ample time will be allowed for questions and answers. The purpose of the changes is to improve transparency and efficiency in the District's investment of promotion and marketing dollars. Meetings and locations are identified below:

Date	Location
Monday, April 20 1:00 p.m. to 3:00 p.m.	Board of Supervisors Chambers 501 Low Gap Road, Ukiah, CA
Wednesday, April 22 1:00 p.m. to 3:00 p.m.	Willits City Hall – Conference Room 111 East Commercial Street, Willits, CA
Tuesday, April 28 1:00 p.m. to 3:00 p.m.	Point Arena Veteran's Hall 451 School Street, Point Arena, CA
Wednesday, April 29 1:00 p.m. to 3:00 p.m.	Fort Bragg - Town Hall 363 North Main Street, Fort Bragg, CA
Thursday, April 30 1:00 p.m. to 3:00 p.m.	Anderson Valley Fairgrounds Highway 128, Boonville, CA

For more information, please contact the Executive Office at (707) 463-4441.

Released by:


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