



MENDOCINO COUNTY BOARD OF SUPERVISORS
ONLINE AGENDA SUMMARY

BOARD AGENDA # 4(j)

- Arrangements for public hearings and timed presentations must be made with the Clerk of the Board in advance of public/media noticing
- Agenda Summaries must be submitted no later than *noon* Monday, 15 days prior to the meeting date (along with electronic submittals)
- Send 1 complete original single-sided set and 1 photocopy set – Items must be signed-off by appropriate departments and/or Co. Co.
Note: If individual supporting document(s) exceed 25 pages each, or are not easily duplicated, please provide 7 hard-copy sets)
- Transmittal of electronic Agenda Summaries, records, and supporting documentation must be emailed to: bosagenda@co.mendocino.ca.us
- Electronic Transmission Checklist: Agenda Summary Records Supp. Doc. If applicable, list other online information below
- Executed records will be returned to the department within one week. *Arrangements for expedited processing must be made in advance*

TO: Board of Supervisors **DATE:** January 25, 2016

FROM: Planning & Building Services **MEETING DATE:** February 9, 2016

DEPARTMENT RESOURCE/CONTACT: Steve Dunicliff **PHONE:** 234-6650 Present On Call

Consent Agenda Regular Agenda Noticed Public Hearing Time Allocated for Item: N/A

■ **AGENDA TITLE:** **Approval of Agreement with the Mendocino County Tourism Commission for the Services, Activities, and Programs of the Mendocino County Lodging Business Improvement District (BID) in an Amount Estimated at \$1,050,000**

■ **PREVIOUS BOARD/BOARD COMMITTEE ACTIONS:** In 2006, the Board adopted Ordinance No. 4170, adding Chapter 5.140 to the Mendocino County Code and creating the Mendocino County Lodging Business Improvement District (BID). In 2015, the Board amended Chapter 5.140, in part requiring designation of a “Contractor” for administration of the BID. On December 8, 2015, the Board adopted a Resolution designating the Mendocino County Tourism Commission as the County’s Contractor for this purpose, and directed staff to bring forward the related contract.

■ **SUMMARY OF REQUEST:** Mendocino County Code Section 5.140.250 states in part “Prior to the expenditure of any District funds, the Contractor shall enter into a contract with County for the services, activities and programs authorized by the Chapter”. The scope of work for this agreement was crafted to include the deliverables previously contained within the County’s separate agreements with the Mendocino County Lodging Association and the Mendocino County Promotional Alliance. Additionally, the contract includes a requirement that the Tourism Commission receive an annual financial audit. On January 12, 2016, the Mendocino County Tourism Commission met for the first time, and approved this agreement. Approval of this agreement by the Board is necessary for the Tourism Commission to function as the County’s Contractor (its Board-designated role).

■ **SUPPLEMENTAL INFORMATION AVAILABLE ONLINE AT:**

■ **ADDITIONAL INFORMATION ON FILE WITH THE CLERK OF THE BOARD (CHECKED BY COB IF APPLICABLE):**

FISCAL IMPACT:			
Source of Funding	Current F/Y Cost	Annual Recurring Cost	Budgeted in Current F/Y
Trust 2110-760779; BU 1810-862189	\$700,000 assessment, \$350,000 GF (est)	\$700,000 assessment, \$350,000 GF (will vary)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

■ **SUPERVISORIAL DISTRICT:** 1 2 3 4 5 All ■ **VOTE REQUIREMENT:** Majority 4/5ths

■ **RECOMMENDED ACTION/MOTION:** Approve agreement with the Mendocino County Tourism Commission for the services, activities, and programs of the Mendocino County Business Improvement District (BID) in an amount estimated at \$1,050,000; and authorize Chair to sign same.

■ **ALTERNATIVES:** Provide direction to staff; do not approve this agreement as negotiated and submitted. A contract is required prior to the expenditure of BID funds (MCC 5.140.250).

■ **CEO REVIEW (NAME):** Christopher Shaver, Deputy CEO **PHONE:** 463-4441

RECOMMENDATION: Agree Disagree No Opinion Alternate Staff Report Attached

BOARD ACTION (DATE: _____): Approved Referred to _____ Other _____

RECORDS EXECUTED: Agreement: _____ Resolution: _____ Ordinance: _____ Other _____