



MENDOCINO COUNTY BOARD OF SUPERVISORS

ONLINE AGENDA SUMMARY

BOARD AGENDA # 5(i)

- 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: September 19, 2011

FROM: Executive Office MEETING DATE: September 27, 2011

DEPARTMENT RESOURCE/CONTACT: Steve Dunncliff PHONE: 463-4441 Present ☐ On Call ☒
PHONE: _____

Consent Agenda ☒ Regular Agenda ☐ Noticed Public Hearing ☐ Time Allocated for Item: _____

■ **AGENDA TITLE:** Designation of Visit Mendocino County, Inc. as the Official Destination Marketing Organization of Mendocino County

■ **PREVIOUS BOARD/BOARD COMMITTEE ACTIONS:** None directly related to this item.

■ **SUMMARY OF REQUEST:** The 2011-2012 Business Improvement District (BID) Advisory Board Report to the Board of Supervisors stated that Visit Mendocino County, Inc (VMC) would be working with promotional partners throughout the county to seek support for its designation as the Official Destination Marketing Organization for Mendocino County. VMC recently provided the Executive Office with a written request for this designation from the Board of Supervisors; the VMC communication included letters of unanimous support for this VMC designation from the Boards of the Mendocino County Lodging Association, Mendocino County Promotional Alliance, Mendocino County Winegrape and Wine Commission, and the Arts Council of Mendocino County.

■ **SUPPLEMENTAL INFORMATION AVAILABLE ONLINE AT:** www.visitmendocino.com

■ **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
N/A			Yes <input type="checkbox"/> No <input type="checkbox"/>

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

■ **RECOMMENDED ACTION/MOTION:** Designate Visit Mendocino County, Inc., as the Official Destination Marketing Organization of Mendocino County

■ **ALTERNATIVES:** Do not designate VMC as the Official Destination Marketing Organization of Mendocino County

■ **CEO REVIEW (NAME):** Steve Dunncliff 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 _____