



# MENDOCINO COUNTY BOARD OF SUPERVISORS

## ONLINE AGENDA SUMMARY

BOARD AGENDA # 5 (c)

- 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](mailto: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: March 5, 2012

FROM: Executive Office MEETING DATE: March 13, 2012

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

Consent Agenda ☐ Regular Agenda ☒ Noticed Public Hearing ☐ Time Allocated for Item: 40 min

■ **AGENDA TITLE:** Presentation, Discussion, and Approval of the Mendocino County Lodging Business Improvement District (BID) Annual Report; Adoption of Resolution Declaring the Intention of the Mendocino County Board of Supervisors to Levy and Collect an Assessment from Lodging Businesses in the BID (Within the Boundaries of the Unincorporated Portion of the County of Mendocino and the Incorporated Area of the City of Fort Bragg, the City of Point Arena, the City of Ukiah, and the City of Willits); Fixing the Date, Time, and Place of a Public Hearing to be Held in Front of the Board to Levy the Proposed Assessment for Fiscal Year 2012-2013

■ **PREVIOUS BOARD/BOARD COMMITTEE ACTIONS:** The BID was established on May 16, 2006, through Ordinance 4170, which added Chapter 5.140 to the Mendocino County Code (MCC). A BID Advisory Board was appointed by the Board which oversees the creation of this Annual Report.

■ **SUMMARY OF REQUEST:** On January 18, 2012, the BID Advisory Board approved this Annual Report for Fiscal Year 2012-2013; no changes are recommended to the established areas or to the assessment levy on gross rent (1%). MCC 5.140.220 states that pursuant to Business and Improvement Area Law of 1989, the Board may approve this Annual Report as submitted, or modify the report and approve as modified. Section 36534 of the California Streets and Highways Code (Parking and Business Improvement District Law) stipulates that upon approval of the Annual Report, the Board must then adopt a resolution of intention to levy the assessment for the next fiscal year, and fix a time and place for a public hearing by the Board to hear public comments. MCC 5.140.250 further requires that "the County and the Mendocino County Lodging Association (MCLA) enter into a contract... this contract shall provide for a fifty percent County match of the assessment collected and expended pursuant to this Chapter for the purpose of countywide promotion." It is expected that this contract will come before the Board in May, 2012. Please find attached the FY 12-13 Annual Report and Budget.

■ **SUPPLEMENTAL INFORMATION AVAILABLE ONLINE AT:** N/A

■ **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
BU 1810- County matching funds	\$300,000 FY 12-13 promotion contract	Estimated at \$300,000	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

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

BOARD ACTION (DATE: \_\_\_\_\_): ☐ Approved ☐ Referred to \_\_\_\_\_ ☐ Other \_\_\_\_\_

RECORDS EXECUTED: ☐ Agreement: \_\_\_\_\_ ☐ Resolution: \_\_\_\_\_ ☐ Ordinance: \_\_\_\_\_ ☐ Other \_\_\_\_\_



**MENDOCINO COUNTY BOARD OF SUPERVISORS**  
**ONLINE AGENDA SUMMARY**

BOARD AGENDA # 5(c)

■ **RECOMMENDED ACTION/MOTION:** Approve the Mendocino County Lodging Business Improvement District (BID) Annual Report; adopt Resolution declaring the intention of the Mendocino County Board of Supervisors to levy and collect an assessment from lodging businesses in the BID (within the boundaries of the unincorporated portion of the County of Mendocino and the incorporated area of the City of Fort Bragg, the City of Point Arena, the City of Ukiah, and the City of Willits); fixing the date, time, and place of a public hearing to be held in front of the Board to levy the proposed assessment for Fiscal Year 2012-2013.

■ **ALTERNATIVES:** Amend the Annual Report and proposed Resolution and approve as amended; do not approve the Report and discontinue the BID.

■ **CEO REVIEW (NAME):** Steve Dunnicliff **PHONE:** 463-4441

**RECOMMENDATION:** Agree ☒ Disagree ☐ No Opinion ☐ Alternate ☐ Staff Report Attached ☐

**BOARD ACTION**

☐ Approved \_\_\_\_\_

☐ Records Executed \_\_\_\_\_

**Date of Meeting** \_\_\_\_\_

☐ Referred to \_\_\_\_\_

☐ Other \_\_\_\_\_