



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
 -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 26, 2012

FROM: Executive Office MEETING DATE: April 10, 2012

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

Consent Agenda ☐ Regular Agenda ☐ Noticed Public Hearing ☒ Time Allocated for Item: 15 min

■ **AGENDA TITLE:** Noticed Public Hearing and Adoption of Resolution Confirming the Fiscal Year 2012-2013 Annual Report of the Mendocino County Lodging Business Improvement District (BID) Thereby Levying an Annual Assessment for the BID in Fiscal Year 2012-2013

■ **PREVIOUS BOARD/BOARD COMMITTEE ACTIONS:** The Mendocino County Lodging Business Improvement District (BID) was established on May 16, 2006, through Ordinance No. 4170, which added Chapter 5.140 to the Mendocino County Code. On March 13, 2012, the Board adopted Resolution 12-047, approving the Annual Report as submitted by the BID Advisory Board, and declaring the County's intention to again levy an annual assessment in the District.

■ **SUMMARY OF REQUEST:** To complete the BID renewal process for Fiscal Year 2012-2013, the Board is asked to adopt a Resolution confirming acceptance of the BID Annual Report. Confirming acceptance of the BID Annual Report will levy a 1% gross rent assessment from lodging businesses within the District (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) to be utilized in accordance with the Annual Report. As stipulated in Section 36534 & 36535 of the California Streets and Highways Code, this confirmation is to occur after a public hearing in which protests can be heard. MCC 5.140.250 requires that "the County and the Mendocino County Lodging Association (MCLA) shall enter into a contract prior to the expenditure of such (BID) funds... 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; estimated cost of the required County match is \$300,000. A copy of the accepted Annual Report (and budget) is on file at the Executive Office.

■ **SUPPLEMENTAL INFORMATION AVAILABLE ONLINE AT:** <http://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
BU 1810- County matching funds	\$300,000 FY 12-13 promotion contract	N/A	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:** Hold the public hearing, and adopt the Resolution confirming acceptance of the Fiscal Year 2012-2013 Annual Report of the Mendocino County Lodging Business Improvement District (BID) thereby levying an annual assessment for the BID in Fiscal Year 2012-2013

■ **ALTERNATIVES:** Continue the program and assessments, unchanged, from the current fiscal year, or modify the report and hold another public hearing to confirm adoption of the modified report.

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

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

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