

CHAMISE CUBBISON  
AUDITOR/CONTROLLER  
TREASURER-TAX COLLECTOR



CHEYANNE GORDON  
ASSISTANT TREASURER-TAX  
COLLECTOR

MENDOCINO COUNTY TREASURER-TAX COLLECTOR  
501 LOW GAP RD. ROOM 1060, UKIAH, CA 95482  
(707) 234-6875

DATE: November 22, 2025

TO: HONORABLE BOARD OF SUPERVISORS

FROM: CHAMISE CUBBISON, AUDITOR-CONTROLLER/TREASURER-TAX COLLECTOR

SUBJECT: CERTIFICATION OF ELECTED MEMBERS TO THE MENDOCINO COUNTY TOURISM COMMISSION, LARGE-AT LARGE LODGING OPERATOR SEAT, LARGE-INLAND LODGING OPERATOR SEAT, LARGE-COASTAL LODGING OPERATOR SEAT

Per Ordinance No. 4384, Ordinance Amending Chapter 5.140 of Title 5 of the Mendocino County Code pertaining to the Mendocino County Lodging Business Improvement District, and pursuant to procedures approved by the Board of Supervisors, the governing board of the Mendocino County Tourism Commission (MCTC) shall be comprised of 11 members of whom five shall be directly elected by lodging operators and six shall be appointed by the Board of Supervisors.

The tax collector is tasked with performing the functions required to seat all elected lodging operators as the required data necessary in calculating the vote for the five lodging operator seats is proprietary and resides within this office. For continuity purposes, the terms of the governing board members are staggered; this year, the Large – Coastal Lodging Operator Seat was up for election. The remaining term for the Large – Inland Lodging Operator Seat and the Large – At Large Operator Seat also needed to be filled this year due to vacancy.

#### **Declaration of Candidacy Process**

A list was compiled assigning each lodging establishment with a percentage figure based on their assessment revenue for the 2024-25 fiscal year. The large lodging establishments are defined as ranking in the top 60% of the assessment revenue on a fiscal year basis. After selecting the top 60% of lodging establishments, 43 large lodging establishments were identified. Of the total 43 large lodging establishments, 10 were further identified to be situated in the inland area of Mendocino County.

The medium lodging establishments are defined as ranking immediately below the large lodging establishments who, in the aggregate, most nearly generate the next 20% of the assessment revenue on a fiscal year basis, 77 medium lodging establishments were identified. The small lodging establishments are defined as ranking immediately below the medium lodging establishments who, in the aggregate most nearly generate the bottom 20% of the assessment revenue on a fiscal year basis, 776 small lodging establishments were identified.

On September 12, 2025, a *Declaration of Candidacy* was mailed to all relevant lodging operators. Lodging operators that were notified had the opportunity to submit their name for candidacy, provided the statutory requirements were met. The deadline for filing the declaration was 4:00 p.m. on October 3, 2025. As of the filing deadline, the following individuals submitted a qualified *Declaration of Candidacy*:

Large - At Large Lodging Operator

- Jon Glidewell – Beachcomber Motel (Fort Bragg)

Large - Inland Lodging Operator

- Jitu Ishwar – Extended Stay America (Ukiah)

Large - Coastal Lodging Operator

- Christopher Boettcher – Mar Vista Farm & Cottages (Gualala)

Due to the minimum number of candidates being nominated for all three available seats, no election was held, and a unanimous ballot was cast in favor of such nominated members for the Large – At Large, Large – Inland, and Large - Coastal Lodging Operator Seats.

**Final Certification**

The 2025 Elected members of the Mendocino County Tourism Commission are as follows:

- **Jon Glidewell – Large – At Large Lodging Operator**  
Two (2) year remainder of the three (3) year term commencing January 1, 2026, expiring December 31, 2027
- **Jitu Ishwar – Large – Inland Lodging Operator**  
One (1) year remainder of the three (3) year term commencing January 1, 2026, expiring December 31, 2026
- **Christopher Boettcher – Large – Coastal Lodging Operator**  
Three (3) year term commencing January 1, 2026, expiring December 31, 2028