

SARA PIERCE
ACTING 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 27, 2023

TO: HONORABLE BOARD OF SUPERVISORS

FROM: SARA PIERCE, ACTING AUDITOR-CONTROLLER/TREASURER-TAX COLLECTOR

SUBJECT: CERTIFICATION OF ELECTED MEMBERS TO THE MENDOCINO COUNTY TOURISM COMMISSION, MEDIUM LODGING OPERATOR SEAT, AND SMALL 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 - Inland Lodging Operator Seat, and the Medium Lodging Operator Seat were up for election. The remaining term for the Large - At Large Lodging Operator Seat and the Small Lodging 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 2022-23 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, 46 large lodging establishments were identified. Of the total 46 large lodging establishments, 13 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, 73 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, 746 small lodging establishments were identified.

On September 22, 2023, a *Declaration of Candidacy* was mailed to all 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 5:00 p.m. on October 13, 2023. As of the filing deadline, the following individuals submitted a qualified *Declaration of Candidacy*:

Large – At Large Lodging Operator

- No qualifying candidates. This seat remains vacant.

Large Lodging Operator

- No qualifying candidates. This seat remains vacant.

Medium Lodging Operator

- Ian Roth – Seagull Inn (Mendocino)
- Mackenzie O’Donnell – Mendocino Magic (Laytonville)

Small Lodging Operator

- Stuart Marcus – Shambhala Ranch (Ukiah)
- Kevin Fleming – Anderson Valley Inn (Philo)
- Alina Reyes – Piece of Paradise (Gualala)

Election Results

On October 20, 2023, an *Official Ballot* was mailed to all Medium and Small Lodging Operators. All ballots returned no later than 5:00 p.m. on November 10, 2023 were counted, the results were as follows:

Medium Lodging Operator

- Ian Roth – Seagull Inn (Mendocino) – **44%**
- Mackenzie O’Donnell – Mendocino Magic (Laytonville) – **35%**

Ian Roth was declared the winner of the Medium Lodging Operator Election.

Small Lodging Operator

- Stuart Marcus – Shambhala Ranch (Ukiah) – **11%**
- Kevin Fleming – Anderson Valley Inn (Philo) – **7%**
- Alina Reyes – Piece of Paradise (Gualala) – **18%**

Alina Reyes was declared the winner of the Small Lodging Operator Election.

Final Certification

The 2023 Elected members of the Mendocino County Tourism Commission are as follows:

- Ian Roth – **Medium Lodging Operator (Term expires December 31, 2026)**
- Alina Reyes – **Small Lodging Operator (Term expires December 31, 2024)**