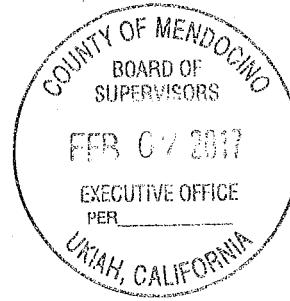


February 7, 2017

To the Board of Supervisors:

Re: BID Advisory Board Nominations



Thank you, Supervisor McCowen, for pulling this item from the Consent Calendar and thanks to all of you for considering my appeal to defer any BID Advisory Board nominations until this report cycle is complete and the BID has been renewed.

My reasons are three-fold:

- 1) It would be disruptive to the report preparation and extremely demoralizing to our Board to replace me in mid-term. I currently chair the Advisory Board. For the third year, I am working with Pauline Zamboni to draft the report with input from our board colleagues and both MCTC and County staff. The difference this year is that Ms Zamboni is balancing our work with repeated trips to France on an urgent family matter. MCTC staff time is also at a premium, with a heavy workload and unusually high staff turnover, including the resignation of the new Executive Director. We need continuity to do our work.
- 2) I am deeply concerned about the timing and abrupt nature of the proposed action. It is unprecedented to replace seated board members in the middle of the report cycle; doing so in less than a week through the Consent Calendar and with no notice to the affected parties falls short of the spirit of the Brown Act. While I'm sure it was not the intent, the attempt to do so has already undermined the fragile sense of trust that was beginning to take hold.
- 3) Independent of today's outcome, it is troubling that the County still depends solely on MCLA to provide nominations for a state mandated board charged with producing a report on which renewal of the BID depends. The MCLA Board currently has only two

members within active terms. There have been no elections for two years. The entire Executive Committee is termed out. The last County contract required MCLA to submit nominations for the board by August 20. It has not done so for the past two years. I'll let others speak more to this. Suffice it to say that if Lodging members want MCLA to represent them, they need to coordinate elections and restore a board that is in compliance with their own bylaws. In the meantime, it is a matter of some urgency that the Ordinance be revised to reflect the recommendation that was approved by the BOS a year ago to also allow nominations to be made by MCTC as the current Contractor.

Respectfully submitted,

Wendy Roberts, Chair
2016-2017 BID Advisory Board