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TREASURER-TAX COLLECTOR



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DATE: OCTOBER 30, 2018

TO: HONORABLE BOARD OF SUPERVISORS

FROM: SHARI L. SCHAPMIRE, TREASURER-TAX COLLECTOR

SUBJECT: CERTIFICATION OF ELECTED MEMBERS TO THE MENDOCINO
COUNTY TOURISM COMMISSION – LARGE AT-LARGE LODGING
OPERATOR SEAT, MEDIUM LODGING OPERATOR SEAT, AND SMALL
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 eleven 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; two seats will have terms expiring on December 31, 2018 – the Large At-Large Lodging Operator Seat and the Small Lodging Operator Seat. In addition, the current lodging operator holding the Medium Lodging Operator Seat has sold her business, thereby disqualifying her from remaining on the MCTC Board; however, she has agreed to remain in her position until a new member can be seated. With that, the election for 2018 includes all lodging operators located in the County of Mendocino, as well as in the Cities of Fort Bragg, Ukiah, and Willits.

Declaration of Candidacy Process

A list was compiled assigning each lodging establishment with a percentage figure based on their individual gross receipts from the 2017-18 fiscal year. After selecting the top 60% of lodging establishments to identify the “Large” operators, 37 large lodging establishments were further identified. After selecting the next 20% of lodging establishments to identify the “Medium” operators, 57 medium lodging establishments were identified. After selecting the bottom 20% of lodging establishments to identify the “Small” operators, 603 small lodging establishments were identified.

On August 17, 2018, a *Declaration of Candidacy* was mailed to all lodging owners situated in the County of Mendocino, excluding those situated in the City of Point Arena. All lodging owners notified had the opportunity to submit his or her name for candidacy. The deadline for filing the declaration was 5:00 p.m. on September 14, 2018. As of the filing deadline, the following individuals submitted a Declaration of Candidacy:

Large Lodging Operator

- Jitu Ishwar – Fairfield Inn & Suites (Ukiah)

Medium Lodging Operator

- Scott Connolly – The Andiron – Seaside Inn & Cabins (Little River)

Small Lodging Operator

- Martha E. Barra – Marefino (Fort Bragg)
- Maria Testa Martinson – Testa Vineyards VHR (Calpella)
- Lisa Ortiz – Discover Hopland (Hopland)

With only the minimum number of candidates applying for the Large and Medium Operator Seats, no election was required. The results of the Small Lodging Operator Seat are indicated below.

Election Results for Small Lodging Operator Seat

On September 28, 2018, Official Ballots were mailed to 528 Small Lodging Operators with reportable income above zero. One hundred and thirty-six lodging operators cast their votes, approximately 25% of those eligible to vote. The canvas of votes commenced at 9:00 a.m. on October 29, 2018 with the following results:

- Martha E. Barra – Marefino - **2.5766%**
- Maria Testa Martinson – Testa Vineyards VHR – **1.2952%**
- Lisa Ortiz – Discover Hopland - **0.4626%**

Martha E. Barra was informed she was the successful candidate.

Final Certification

The 2018 Elected members of the Mendocino County Tourism Commission are as follows:

- **Jitu Ishwar – Large At-Large Lodging Operator (Term expires December 31, 2021)**
- **Scott Connolly – Medium Lodging Operator (Term expires December 31, 2020)**
- **Martha E. Barra – Small Lodging Operator (Term expires December 31, 2021)**