

Ukiah Daily Journal

617 S. State St
Ukiah, California 95482
(707) 468-3500
sfullbright@ukiahdj.com

3510006

PLANNING & BUILDING OF MENDOCINO CO
501 LOW GAP RD
UKIAH, CA 95482

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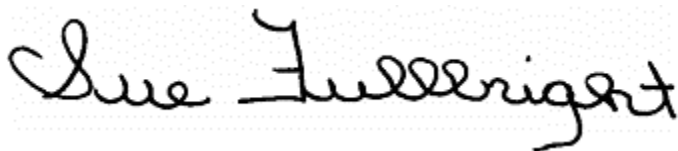
STATE OF CALIFORNIA COUNTY OF MENDOCINO

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above entitled matter. I am the principal clerk of the printer of the Ukiah Daily Journal, a newspaper of general circulation, printed and published daily in the City of Ukiah, County of Mendocino and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Mendocino, State of California, under the date of September 22, 1952, Case Number 9267; that the notice, of which the annexed is a printed copy (set in type not smaller than non-pareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

10/02/2020, 10/09/2020, 10/16/2020

I certify (or declare) under the penalty of perjury that the foregoing is true and correct.

Dated at Ukiah, California,
October 16th, 2020



Sue Fullbright, LEGAL CLERK

**NOTICE OF PUBLIC MEETING AND
NOTICE OF PUBLIC HEARING
OF THE MENDOCINO COUNTY BOARD OF SUPERVISORS
TO CONSIDER AN EXPANSION OF THE BOUNDARIES OF THE
MENDOCINO COUNTY LODGING BUSINESS IMPROVEMENT DISTRICT
TO INCLUDE THE INCORPORATED AREA OF THE CITY OF POINT ARENA**

NOTICE IS HEREBY GIVEN THAT the Mendocino County Board of Supervisors at their regular meeting on Tuesday, October 20, 2020, will conduct a public meeting on the following project at 9:00 a.m., or as soon thereafter as the item(s) may be heard to allow for public testimony on the proposed expansion of the boundaries of the Mendocino County Lodging Business Improvement District to include the incorporated area of the City of Point Arena.

NOTICE IS HEREBY GIVEN THAT the Mendocino County Board of Supervisors at their regular meeting on Tuesday, November 17, 2020, will conduct a public hearing on the following project at 9:00 a.m., or as soon thereafter as the matter may be heard, to consider the approval of the proposed expansion of the boundaries of the Mendocino County Lodging Business Improvement District to include the incorporated area of the City of Point Arena.

Effective March 20, 2020, the Mendocino County Board of Supervisors meetings will be conducted virtually and not available for in person public participation (pursuant to State Executive Order N-29-20). Meetings are live streamed and available for viewing on the Mendocino County YouTube page, at <https://www.youtube.com/MendocinoCountyVideo>

We thank you for your understanding during this difficult time, and thank you for your continued interest.

Within the Mendocino County Lodging Business Improvement District ("District") an assessment is imposed on hotel businesses, which assessment would be imposed on hotel businesses within the City of Point Arena if the Board were to approve the expansion of the District.

Classifications of Hotel Businesses and Assessments Imposed

A. Each operator of a hotel who collects rent and benefits from tourist visits and operates in the District will be assessed a share of the costs of the aforementioned services, activities and programs according to the rent revenues and the benefit to be received, and the assessment is hereby levied as set forth as a one percent (1%) levy on gross rent.

B. The above-described assessment is an assessment calculated on a daily basis from gross rent revenues collected by each operator, is levied on the operators of the hotels on a daily basis and is due to be collected on a quarterly basis or at the close of any shorter reporting period established by the Tax Administrator. Chapter 5.140 of the Mendocino County Code contains additional detail regarding the method and basis for levying the assessment.

C. "Hotel" or "lodging business" means any structure or any portion of any structure which is occupied or intended or designed for occupancy by transients for dwelling, lodging or sleeping purposes and includes any hotel, inn, tourist home or house, private residence, detached bedroom, motel, studio hotel, bachelor hotel, lodging houses, rooming houses, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed location, or other similar structure or portion thereof.

The estimated amount of revenue that will be raised by the assessment from the hotel businesses within the City of Point Arena is \$50,000. The estimated amount of revenue that will be raised by the assessment from the entire District is \$890,000.

Authorized Uses of Funds Raised

A. The general promotion of hotels operating within the District;

B. The marketing of products and events that have a connection with the hotel industry operating in the District;

C. The marketing of the District to the media and travel industry in order to benefit local tourism and the hotels in the District.

D. Any activities permitted under the Parking and Business Improvement Law of 1989 that are included as costs as specified in the annual report to be prepared by the advisory board and adopted annually by the Board of Supervisors. Activities means, but is not limited to, all of the following:

1. Promotion of public events which benefit businesses in the area and which take place on or in public places within the area;
2. Furnishing of music in any public place in the area;
3. Promotion of tourism within the area;
4. Activities which benefit businesses located and operating in the area.

The Fiscal Year 2020-2021 Annual Report of the District is available on the Department of Planning and Building Services Website at:

<https://www.mendocinocounty.org/government/planning-building-services/public-notice>

Persons interested in the above item may contact Adrienne Thompson, Administrative Services Manager, at 707-234-6650, or at 860 North Bush Street, Ukiah, California 95482.

Protest Procedure

At the public hearing, the Board of Supervisors shall hear and consider all protests against the expansion of the District area. Protests may be made orally or in writing by any interested person and must be filed with the Clerk of the Board of Supervisors at 501 Low Gap Road, Room 1010, Ukiah, California 95482, at or before the time fixed for public hearing. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. The Board of Supervisors may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Every written protest shall contain a description of the business in which the person submitting the protest is interested sufficient to identify the business and, if a person submitting the protest is not shown on the official records as the owner of the business, the protest shall contain or be accompanied by written evidence that the person submitting the written protest is the owner of the business. A written protest which does not comply with these provisions shall not be counted in determining a majority protest.

If written protests are received from the owners of businesses in the proposed expansion area (the City of Point Arena) which will pay 50 percent or more of the assessments proposed to be levied in such area, and protests are not withdrawn so as to reduce the protest to less than that 50 percent, no further proceedings to expand the District boundaries to include the City of Point Arena, as provided for in this resolution, shall be taken for a period of one year from the date of the finding of a majority protest by the Board of Supervisors.

In addition, pursuant to Mendocino County Code section 5.140.230, if 50 percent of operators of businesses in the existing boundaries of the District protest the expansion of the District boundaries to include the City of Point Arena, the proceedings to expand the boundaries of the District will terminate.

Should you desire notification of the Board's decision you may do so by requesting notification in writing and providing a self-addressed stamped envelope to the Clerk of the Board of Supervisors.

The County of Mendocino complies with ADA requirements and upon request, will attempt to reasonably accommodate individuals with disabilities by making meeting material available in appropriate alternative formats (pursuant to Government Code Section 54953.2). Anyone requiring reasonable accommodation to participate in the meeting should contact the Department by calling 707-463-4441 at least five days prior to the meeting.

BRENT SCHULTZ, DIRECTOR OF PLANNING AND BUILDING SERVICES