

## **Dana Froneberger**

195 Clay Place  
Ukiah, CA 95482

October 19, 2020

TO CHAIRMAN HASCHAK, MEMBERS GERDE, McCOWEN, BROWN, WILLIAMS,  
AND TO VARIOUS SUPPORTING STAFF MEMBERS

IN RE: COUNTY OF MENDOCINO PROPOSED PURCHASE OF BEST WESTERN MOTEL  
AT 555 ORCHARD AVENUE, UKIAH, CA 95482 FOR THE PURPOSE OF  
ESTABLISHING A "HOMEKEY" FACILITY AT SAID LOCATION

I, DANA FRONEBERGER, am writing to express my opposition to the proposed purchase for the following reasons:

1. This entire process has been rushed. Whether the State required this timeline or this is just a push-through situation at the County level, it doesn't feel as if proper transparency has taken place on this topic. During this time of pandemic, it has created difficulty for citizens to adequately comment and show their support/opposition for given agenda items in person as they have been used to in the past. Having strict guidelines on when comments are accepted, and no in-person commenting has created a barrier between the BOS and the public, whether purposeful or not. If citizens are watching the meeting online, and feel the need to comment, they have no way of doing so because the cutoff is an hour before the meeting starts. It would be very easy to 'slip things through' and rubberstamp approvals, but you owe it to your constituents to be thorough and completely transparent on such important topics which affects so many and could have some serious long term effects.
2. The area is zoned C-1 and is much more suited to business/commercial interests. This area is one of the few business growth opportunities in the City of Ukiah. It is along the 101 corridor and gateway into the City of Ukiah, much more suited to commercial uses with tax potential. Long term urban planning needs to be thought through fully, it just can't be slapped together because we are in a time crunch. It could have severe negative (and lasting) effects.
3. The Best Western Orchard Inn is the best lodging in the 'middle tier' of motels in the Ukiah area. The transition into a Homekey facility would take away the much needed lodging in central Ukiah area and the TOT associated, and would also create a shortage in quality mid-priced lodging. This hurts our community.
4. Other hotel choices such as the America's Best Inn on Talmage Road, the Quality Inn across from Building Bridges on S. State Street or the Regency Inn also adjacent. There are several apartment buildings/motels on South State Street that are already family units. Deep Valley, Woodland Apartments and the Whitmore Lane COVID facility are other great choices. I am

certain the costs even with required remodeling would be priced sensibly compared to the ridiculous cost of \$300,000k per residential unit that is being proposed.

5. Costs to complete. This is not a fully funded grant covering the entire cost necessary to meet the requirements of the grant. I think during this uncertain time, with less and less fees and taxes being collected and coming into local governments, and the rising costs of services provided by the county, committing to millions of dollars from the County coffers, would be unwise and downright irresponsible.
6. Who is going to administrate it? Without proper planning and thought, this could be disastrous. To have an agency 'chase the money' and throw together a management plan would be another situation of pie-crust promises – easily broken. We've been down this road. It's an enormous task and I don't think any of our agencies is prepared to facilitate this **effectively**. Bringing in an outside contracted company would be highly expensive and not provide the oversight needed for effective management. Not to mention that there is no budget set aside for this.
7. ***There's no such thing as a free lunch.*** I ask you to look at the real cost associated with this project from all aspects: ROI, loss of tax/business, urban planning, quality of life, community, actual need, cost to complete/administrate. Please consider the cost to the community and your constituent's quality of life. It's a high price to pay.

Thank you for your time and consideration on this matter. Please reconsider the purchase of the Best Western Orchard Inn and look for other suitable locations/apartments to fit the need.

Respectfully submitted,

Dana Froneberger