



# Mendocino County

## Legislation Details (With Text)

**File #:** 16-1055      **Version:** 1      **Name:**  
**Type:** Approval      **Status:** Approved  
**File created:** 10/3/2016      **In control:** Planning and Building Services  
**On agenda:** 10/18/2016      **Final action:** 10/18/2016  
**Title:** Approval of Appointment of Mr. Guy Pacurar as a Coastal Lodging Representative to Fill a Vacant Seat on the Business Improvement District (BID) Advisory Board  
**Sponsors:** Planning and Building Services, Steve Dunicliff  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. BID Appointment Application

Date	Ver.	Action By	Action	Result
10/18/2016	1	Board of Supervisors		

**To:** Board of Supervisors

**From:** Planning and Building Services

**Meeting Date:** October 18, 2016

**Department Contact:** Jon Moore

**Phone:** 234-6677

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**Phone:** 234-6650

**Item Type:** Consent Agenda

**Time Allocated for Item:** N/A

**Agenda Title:**

Approval of Appointment of Mr. Guy Pacurar as a Coastal Lodging Representative to Fill a Vacant Seat on the Business Improvement District (BID) Advisory Board

**Recommended Action/Motion:**

Approve the appointment of Mr. Guy Pacurar as a Coastal Lodging Representative to fill a vacant seat on the Business Improvement District (BID) Advisory Board.

**Previous Board/Board Committee Actions:**

In May 2015, the Board of Supervisors approved Ordinance #4336 modifying the regulations associated with the Mendocino County Lodging Business Improvement District. On June 21, 2016, the Board approved the 2016-17 BID Annual Report.

**Summary of Request:**

With the establishment of the Business Improvement District (BID), County Code required the creation of a BID Advisory Board. The purpose of the Advisory Board is to produce an annual report, as required by the Business and Improvement Area Law of 1989. At a minimum, the annual report specifies the improvements and activities that are to be provided, along with an estimate of the cost, and specifies any surplus or deficit revenues to be carried over from the previous fiscal year. It may also propose changes to the BID. The annual

report must be brought to the Board of Supervisors (Board) for approval, which constitutes the first step in renewing the BID for the coming year. It is notable that although this document is called a "report," it is most easily thought of as a "plan"; the primary purpose is looking forward to the next fiscal year. With regard to the makeup of the BID Advisory Board, Section 5.140.210 of the County code states the "*Members of the advisory board shall be selected and appointed by the Mendocino County Board of Supervisors from a list of nominees prepared by the Board of Directors of the Mendocino County Lodging Association (MCLA).*" This section further stipulates that two seats are to represent the coastal region, two seats are to represent the inland region, and one seat is to represent the MCLA. There are no other stipulated requirements to serve. In the past, to assist the Board in selecting among multiple nominees for appointment to the Advisory Board, the following criteria was used to provide a quantifiable recommendation for appointees that will ensure continued diversity of representation:

- (1) Any member of the Advisory Board should be a community member in good standing. For the purposes of this analysis, community members in good standing represent lodging businesses that are current on all payments of Transient Occupancy Tax (TOT) and BID assessment funds to the County. Additionally, community members in good standing do not control or represent lodging units, which are operated illegally; this includes units for which TOT or BID assessment funds are not collected.
- (2) Encourage representation on the Advisory Board by properties that are not already represented on other boards that make direct recommendations or determinations related to the expenditure and/or use of BID funds. The Advisory Board seat prescribed in the Ordinance to represent MCLA represents a primary exception to this criterion.
- (3) Pursue balance between small properties (ten or fewer rooms) and large properties (eleven or more rooms).
- (4) Seek to distribute appointments geographically in the County and by Supervisorial Districts.

The sole nominee for appointment is Mr. Guy Pacurar. Mr. Pacurar is not currently on any other Boards related to the BID. Mr. Pacurar is a lodging operator (11 units) located in Supervisorial District 5 and would represent the Coastal Region.

**Alternative Action/Motion:**

Provide further direction to staff.

**Supplemental Information Available Online at:** N/A

**Fiscal Impact:**

**Source of Funding:** N/A

**Budgeted in Current F/Y:** No

**Current F/Y Cost:** N/A

**Annual Recurring Cost:** N/A

**Supervisorial District:** All

**Vote Requirement:** Majority

**Agreement/Resolution/Ordinance Approved by County Counsel:** N/A

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**CEO Liaison:** Christopher Shaver, Deputy CEO

**CEO Review:** Yes

**Comments:**