



Mendocino County

Legislation Text

File #: 21-0565, Version: 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: May 25, 2021

Department Contact: Adrienne Thompson

Phone: 234-6650

Department Contact: Nash Gonzalez

Phone: 234-6650

Item Type: Consent Agenda

Time Allocated for Item: N/A

Agenda Title:

Approval of Agreement with the Mendocino County Tourism Commission for the Services, Activities, and Programs of the Mendocino County Lodging Business Improvement District (BID) in an Amount Estimated at \$1,425,000, for the Term of July 1, 2021 to June 30, 2022

Recommended Action/Motion:

Approve agreement with the Mendocino County Tourism Commission for the services, activities, and programs of the Mendocino County Lodging Business Improvement District (BID) in an amount estimated at \$1,425,000, for the term of July 1, 2021 to June 30, 2022; and authorize Chair to sign same.

Previous Board/Board Committee Actions:

In 2006, the Board added Chapter 5.140 to the Mendocino County Code and created the Mendocino County Lodging Business Improvement District (BID). In 2015, the Board amended Chapter 5.140, in part requiring designation of a "Contractor" for administration of the BID. December 8, 2015, the Board adopted a Resolution designating the Mendocino County Tourism Commission (MCTC) as the County's Contractor for this purpose. On February 9, 2016, and on June 20, 2017, the Board entered into an agreement with MCTC. On August 7, 2018, the Board entered into an agreement with MCTC. On June 18, 2019, the Board entered into an agreement with MCTC. On May 20, 2020, the Board entered into an agreement with MCTC.

Summary of Request:

Mendocino County Code Section 5.140.250 states in part "Prior to the expenditure of any District funds, the Contractor shall enter into a contract with the County for the services, activities and programs authorized by the Chapter. For several years, Mendocino County Tourism Commission has operated as the contractor for the County and is well respected in this role. Additionally, the contract includes a requirement that the Tourism Commission receive an annual financial audit, incorporates commitments the Board made through the General Plan, and includes recommendations made through the BID Annual Report. Approval of this agreement by the Board is necessary for the Tourism Commission to function as the County's Contractor (its Board-designated role).

Alternative Action/Motion:

Provide direction to staff; do not approve this agreement. A contract is required prior to the expenditure of BID funds (MCC 5.140.250).

Supervisory District: All

vote requirement: Majority

Supplemental Information Available Online At: www.visitmendocino.com
<<http://www.visitmendocino.com>>

Fiscal Details:

source of funding: BU 1810

current f/y cost: \$950,000 assessment, \$475,000 GF (est)

annual recurring cost: \$950,000 assessment, \$475,000 GF (est)

budget clarification: County match based off of estimate; actual number may be different.

budgeted in current f/y: Yes
if no, please describe:

revenue agreement: N/A

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Steve Dunicliff, Deputy CEO

CEO Review: Yes

CEO Comments:

FOR COB USE ONLY

Executed By: Atlas Pearson, Deputy Clerk I

Date: May 28, 2021

Final Status: Approved

Executed Item Type: Agreement **Number:** 21-103

Note to Department Number of Original Agreements

Returned to Dept: 0 Original Agreement Delivered to Auditor?
Yes

