



Mendocino County

Legislation Text

File #: 24-0483, Version: 1

To: BOARD OF SUPERVISORS

From: Planning and Building Services

Meeting Date: May 7, 2024

Department Contact: Adrienne Thompson

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Department Contact: Julia Krog

Phone: 707-234-6650

Item Type: Regular Agenda

Time Allocated for Item: 15 Minutes

Agenda Title:

Discussion and Possible Action Including Approval of the Mendocino County Lodging Business Improvement District (BID) Annual Report; Adoption of Resolution of the Mendocino County Board of Supervisors Declaring Its Intention to Levy and Collect an Annual Assessment from Businesses in the BID Within the Boundaries of the Unincorporated Portion of the County of Mendocino and the Incorporated Areas of the City of Fort Bragg, the City of Point Arena, the City of Ukiah, and the City of Willits from Specified Lodging Businesses; and Setting the Date, Time, and Place of a Public Hearing to be Held by the Board to Levy the Proposed Assessment for Fiscal Year 2024/2025
(Sponsor: Planning and Building Services)

Recommended Action/Motion:

Approve the BID Annual Report; adopt resolution of the Mendocino County Board of Supervisors declaring its intention to levy and collect an annual assessment from lodging businesses in the BID (within the boundaries of the unincorporated portion of the County of Mendocino and the incorporated area of the City of Fort Bragg, the City of Point Arena, the City of Ukiah, and the City of Willits); set a public hearing to be held in front of the Board at a regular meeting on June 25, 2024 at or about 9:00 A.M. or as soon thereafter as the matter can be heard, to levy the proposed assessment for Fiscal Year 2024/2025; and authorize Chair to sign same.

Previous Board/Board Committee Actions:

The BID was established on May 16, 2006, through Ordinance 4170, which added Chapter 5.140 to the Mendocino County Code (MCC). The Board adopted Ordinance 4336 on May 19, 2015, amending Chapter 5.140 of the MCC. A BID Advisory Board was appointed by the Board, which oversees the creation of this Annual Report. On July 11, 2017, the Board adopted Ordinance 4384, amending Chapter 5.140 of the MCC.

Summary of Request:

The BID Advisory Board unanimously approved the attached Annual Report for Fiscal Year 2024/2025 for submittal to the Board of Supervisors. Since last year's adoption of the Resolution and approval of the BID Annual Report, the Advisory Board continues to work on a conversion from the Parking and Business Improvement Area Law of 1989 to the Property and Business Improvement District Law of 1994. Visit Mendocino County's Executive Director, along with Civitas has been managing the BID conversion and has established a Stakeholders group that will function as the Management District. It is anticipated that a petition drive will begin later this year to initiate the process to establish the 1994 District law.

Alternative Action/Motion:

Do not approve the Report and provide direction to staff.

Strategic Plan Priority Designation: A Thriving Economy

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: \$150,000

budget clarification: N/A

annual recurring cost: N/A

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

revenue agreement: N/A

AGREEMENT/RESOLUTION/ORDINANCE APPROVED BY COUNTY COUNSEL: Yes

CEO Liaison: Steve Dunicliff, Deputy CEO

CEO Review: Yes

CEO Comments:

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Executed By: Atlas Pearson, Senior Deputy Clerk

Date: May 7, 2024

Final Status: **Adopted with Direction to Staff**

Executed Item Type: Resolution

Number: 24-075

