



# Mendocino County

## Legislation Text

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File #: 24-0719, Version: 1

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**To: BOARD OF SUPERVISORS**

**From:** Executive Office

**Meeting Date:** July 9, 2024

**Department Contact:** Xuyen Mallela

**Phone:** 707-463-4441

**Department Contact:** Anna Macken

**Phone:** 707-463-4441

**Item Type:** Consent Agenda

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

**Agenda Title:**

Approval of Agreement with the Mendocino County Tourism Commission (MCTC) for the Services, Activities, and Programs of the Mendocino County Lodging Business Improvement District (BID) in the Amount Estimated at \$1,100,000 Effective Upon Signing through June 30, 2025

**Recommended Action/Motion:**

Approve Agreement with the Mendocino County Tourism Commission (MCTC) for the services, activities, and programs of the Mendocino County Lodging Business Improvement District (BID) in the amount estimated at \$1,100,000 effective upon signing through June 30, 2025; and authorize Chair to sign same.

**Previous Board/Board Committee Actions:**

In 2006, the Board added Chapter 5.140 to the Mendocino County Code (MCC) 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 Resolution 15-179 designating the Mendocino County Tourism Commission (MCTC) as the County's Contractor for this purpose. On February 9, 2016, the Board entered into their first Agreement with MCTC; every year thereafter a similar agreement has been approved. On June 6, 2023, the Board adopted Ordinance 4524, which amended Chapter 5.14. On May 7, 2024, the Board received the Mendocino County Business Improvement District (BID) Annual Report.

**Summary of Request:**

Mendocino County Tourism Commission was designated by Resolution 15-179 as the Contractor, as defined by Chapter 5.140 of the Mendocino County Code (MCC), for the administration of the Mendocino County Lodging Business Improvement District (BID). As such, MCC 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." 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. Discussion occurred during the June 20, 2023 Board meeting, regarding the amount if any, that should be provided to MCTC for financial support. PBS staff noted the Ordinance Amendment had been completed on June 6, 2023, to remove any requirement for County Matching Funds, and any financial support was at the sole discretion of the Board. This contract is for an estimated \$1,100,000 from the 1% BID Assessment, based on the annual report of the BID and Assessments collected in the previous fiscal year.

**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).

**Strategic Plan Priority Designation:** A Thriving Economy

**Supervisory District:** All

**Vote Requirement:** Majority

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

**Fiscal Details:**

**source of funding:** Trust 2110-760779 Estimate \$1,100,000

**current f/y cost:** 2110-760779 Estimate \$1,100,000

**budget clarification:** N/A

**annual recurring cost:** 2110-760779 Estimate \$1,100,000

**budgeted in current f/y (if no, please describe):** N/A

**revenue agreement:** No

**AGREEMENT/RESOLUTION/ORDINANCE APPROVED BY COUNTY COUNSEL:** Yes

**CEO Liaison:** Executive Office

**CEO Review:** Yes

**CEO Comments:**

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Executed By: Atlas Pearson, Senior Deputy Clerk

Date: July 9, 2024

Final Status: **Approved**

Executed Item Type: Agreement

Number: 24-116

