



# Mendocino County

## Legislation Details (With Text)

**File #:** 18-1972      **Version:** 1      **Name:**  
**Type:** Agreement      **Status:** Approved  
**File created:** 7/24/2018      **In control:** Planning and Building Services  
**On agenda:** 8/7/2018      **Final action:**  
**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 \$1,350,000 Effective Upon Execution by all Parties, through June 30, 2019  
**Sponsors:** Planning and Building Services, Steve Dunncliff  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Agreement 18-120

Date	Ver.	Action By	Action	Result
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**To: Board of Supervisors**

**From:** Planning and Building Services

**Meeting Date:** August 7, 2018

**Department Contact:** Adrienne Thompson

**Phone:** 234-6650

**Department Contact:** Ignacio 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 \$1,350,000 Effective Upon Execution by all Parties, through June 30, 2019

### **Recommended Action/Motion:**

Approve Agreement with the Mendocino County Tourism Commission for the services, activities, and programs of the Mendocino County Business Improvement District in an amount estimated at \$1,350,000 effective upon execution by all parties, through June 30, 2019; 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.

### **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. The scope of work for this agreement was crafted to include the deliverables previously contained within the County’s separate agreements with the Mendocino County Lodging Association and the Mendocino County Promotional Alliance. 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).

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

**Fiscal Impact:**

**Source of Funding:** Trust 2110-760779; BU 1810-**Budgeted in Current F/Y:** Yes  
862189

**Current F/Y Cost:** \$1,000,000 assessment,  
\$500,000 GF (est)

**Annual Recurring Cost:** \$1,000,000  
assessment, \$500,000 GF (will vary)

**Supervisory District:** All

**Vote Requirement:** Majority

**Agreement/Resolution/Ordinance Approved by County Counsel:** Yes

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**CEO Liaison:** Janelle Rau, Deputy CEO

**CEO Review:** Yes

**CEO Comments:**



**FOR COB USE ONLY**

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Executed By: Meribeth Dermond Final Status:Approved

Date: **AUGUST 7, 2018**

Executed Item Number: Agreement Item Number: 18-120

**Note to Department** Number  
of Original Agreements Returned  
to Dept: Two Original Agreement  
Delivered to Auditor? Yes