



# Mendocino County

## Legislation Details (With Text)

**File #:** 19-0425      **Version:** 1      **Name:**

**Type:** Resolution      **Status:** Approved

**File created:** 5/6/2019      **In control:** Planning and Building Services

**On agenda:** 5/21/2019      **Final action:** 5/21/2019

**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 Ukiah, and the City of Willits from Specified Lodging Businesses and Fixing the Date, Time, and Place of a Public Hearing to be Held by the Board to Levy the Proposed Assessment for Fiscal Year 2019-20 (Sponsor: Planning and Building Services)

**Sponsors:** Planning and Building Services, Steve Dunncliff

**Indexes:**

**Code sections:**

**Attachments:** 1. Resolution 19-192, 2. BID Advisory Report

Date	Ver.	Action By	Action	Result
5/21/2019	1	Board of Supervisors		

TO: Board of Supervisors  
FROM: Planning and Building Services Choose an item.  
MEETING DATE: May 21, 2019

DEPARTMENT CONTACT:  
Adrienne Thompson  
PHONE:  
234-6650  
DEPARTMENT CONTACT:  
Brent Schultz  
PHONE:  
234-6650

ITEM TYPE: Regular Agenda

TIME ALLOCATED FOR ITEM: 10 Mins

**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 Ukiah, and the City of Willits from Specified Lodging Businesses and Fixing the Date, Time, and Place of a Public Hearing to be Held by the Board to Levy the Proposed Assessment for Fiscal Year 2019-20 (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 Ukiah, and the City of Willits) and authorize Chair to sign same; and set a Public Hearing to be held in front of the Board at a Regular Meeting on June 18, 2019 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 2019-20.

**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 recently approved this Annual Report for Fiscal Year 2019-20; no changes are recommended to the established areas or to the assessment levy on gross rent (1%). MCC 5.140.220 states that pursuant to Business and Improvement Area Law of 1989, the Board may approve this Annual Report as submitted, or modify the report and approve as modified. Section 36534 of the California Streets and Highways Code (Parking and Business Improvement District Law) stipulates that upon approval of the Annual Report, the Board must then adopt a resolution of intention to levy the assessment for the next fiscal year, and fix a time and place for a public hearing by the Board to hear public comments. MCC 5.140.245 states "the Board of Supervisors shall designate a Contractor that shall be responsible for the administration of the Business Improvement District (BID)..." MCC 5.140.250 further requires that "the County and the Contractor) enter into a contract... this contract shall provide for a fifty percent (50%) County match of the assessment collected and expended pursuant to this Chapter for the purpose of countywide promotion." The current Contractor is Mendocino County Tourism Commission (MCTC). It is expected that this contract will come before the Board on June 18, 2019. Please find attached the FY 2019-20 Annual Report and Budget.

**ALTERNATIVE ACTION/MOTION:**

Amend the Annual Report and proposed Resolution and approve as amended; do not approve the Report and discontinue the BID.

**SUPERVISORIAL DISTRICT:** ALL

**VOTE REQUIREMENT:** Majority

**SUPPLEMENTAL INFORMATION AVAILABLE ONLINE AT:** N/A

**FISCAL DETAILS:**

**SOURCE OF FUNDING:** BU 1810- County Match

**BUDGETED IN CURRENT F/Y:** Yes

**CURRENT F/Y COST:** \$500,000

**IF NO, PLEASE DESCRIBE:**

**ANNUAL RECURRING COST:** \$500,000, Estimate

**REVENUE AGREEMENT:** Choose an item.

**BUDGET CLARIFICATION:** Yearly Agreement related to Mendocino County Tourism Commission

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

**CEO LIAISON:** Steve Dunncliff, Deputy CEO

**CEO REVIEW:** Yes

**CEO COMMENTS:**

FOR COB USE ONLY

Executed By: Lindsey Dunham, Deputy Clerk I

Final Status:ADOPTED

Date: May 22, 2019

Resolution Number 19-192

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