



# Mendocino County

## Legislation Text

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**File #:** 17-0478, **Version:** 1

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**To:** Board of Supervisors

**From:** Planning and Building Services

**Meeting Date:** June 20, 2017

**Department Contact:** Adrienne Thompson

**Phone:** 234-6677

**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 \$1,350,000 for the Term of July 1, 2017, through June 20, 2018

**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, for the term of July 1, 2017, through June 20, 2018; 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, 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:** [visitmendocino.org](http://visitmendocino.org)

**Fiscal Impact:**

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

**Current F/Y Cost:** \$895,000 assessment,  
\$447,500 GF (est)

**Annual Recurring Cost:** \$895,000  
assessment, \$447,500 GF (will vary)

**Supervisory District:** All

**Vote Requirement:** Majority

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

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**CEO Liaison:** Kenneth Spain, Administrative Analyst II

**CEO Review:** Yes

**Comments:**

**FOR COB USE ONLY**

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Executed By: Choose an item.

Final Status: Choose an item.

Date: [CLICK HERE TO ENTER A DATE.](#)

Executed Item Number: Choose an item.

Note to Department: