



Mendocino County

Legislation Text

File #: 16-641, **Version:** 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: June 21, 2016

Department Contact: Steve Dunncliff

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

Recommended Action/Motion:

Approve 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; 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. On June 14, 2016, the Mendocino County Tourism Commission met and approved this agreement. 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 as negotiated and submitted. 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: \$900,000 assessment,
\$450,000 GF (est)

Annual Recurring Cost: \$900,000
assessment, \$450,000 GF (will vary)

Supervisory District: All

Vote Requirement: Majority

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Christopher Shaver, Deputy CEO

CEO Review: Yes

Comments: