

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

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|---|---|--|---------------------|
| (1) DEPARTMENT Administrative Office | (2) MEETING DATE 12/11/2012 | (3) CONTACT/PHONE Nikki J. Schmidt (805) 781-5496 | |
| (4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Paul Irving to replace Victoria Schmitt on the Los Osos/Morro Bay (unincorporated) Advisory Board for the remaining three (3) years of her four (4) year term. District 2. | | | |
| (5) RECOMMENDED ACTION It is recommended that your Board appoint Paul Irving to replace Victoria Schmitt on the Los Osos/Morro Bay (unincorporated) Advisory Board. | | | |
| (6) FUNDING SOURCE(S) N/A | (7) CURRENT YEAR FINANCIAL IMPACT \$0.00 | (8) ANNUAL FINANCIAL IMPACT \$0.00 | (9) BUDGETED? No |
| (10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____) | | | |
| (11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A | | | |
| (12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A | | (13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A | |
| (14) LOCATION MAP N/A | (15) BUSINESS IMPACT STATEMENT? No | (16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____ | |
| (17) ADMINISTRATIVE OFFICE REVIEW | | | |
| (18) SUPERVISOR DISTRICT(S) District 2 - | | | |

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Analyst

DATE: 12/11/2012

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Paul Irving to replace Victoria Schmitt on the Los Osos/Morro Bay (unincorporated) Advisory Board for the remaining three (3) years of her four (4) year term. District 2.

RECOMMENDATION

It is recommended that your Board appoint Paul Irving to replace Victoria Schmitt on the Los Osos/Morro Bay (unincorporated) Advisory Board.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and has subsequently been renewed since then. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

On December 7, 2010, the Board, at the recommendation of the CBID Advisory Board, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

On July 12, 2011, appointments to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board were approved by the Board according to the provisions of Government Code Section 54970 (Maddy Book). On August 21, 2012, your Board appointed Victoria Schmitt in place of Harold Schmitt. Due to unforeseen circumstances, Ms. Schmitt has had to resign and subsequently on November 13, 2012, the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board approved recommending Paul Irving to replace Victoria Schmitt for the remaining three (3) years of her four (4) year term.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging business within the Los Osos/Morro Bay (unincorporated) local area met to form and determine the organization of their advisory board. The Board of Supervisors formally established the Los Osos/Morro Bay (unincorporated) Local

Area Advisory Board on July 11, 2011. As noted above, the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board is recommending the appointment of Paul Irving. The Clerk-Recorder's Office posted the Advisory Board's vacancies according to the government code referenced above.

FINANCIAL CONSIDERATIONS

None

RESULTS

This action continues the process of implementing the local area provisions of the County Business Improvement District ordinance. The County will not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to follow their approved by-laws and develop measures that track the impact of the use of local area funds.

ATTACHMENTS

1. Local Area Advisory Board By-Laws - Article II
2. Paul Irving application
3. Los Osos/Morro Bay local area November 13, 2012 minutes