

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

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 3/26/2013	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to reappoint Joe Aguilar and Dena Bellman to the Ocean/Nipomo Advisory Board for four (4) year terms ending January 31, 2017.			
(5) RECOMMENDED ACTION It is recommended that your Board reappoint Joe Aguilar and Dena Bellman to the Ocean/Nipomo Advisory Board for four (4) year terms ending January 31, 2017.			
(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 type="checkbox"/> N/A Date: 2-2-11	
(17) ADMINISTRATIVE OFFICE REVIEW			
(18) SUPERVISOR DISTRICT(S) District 4 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 3/26/2013

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to reappoint Joe Aguilar and Dena Bellman to the Ocean/Nipomo Advisory Board for four (4) year term ending January 31, 2017.

RECOMMENDATION

It is recommended that your Board reappoint Joe Aguilar and Dena Bellman to the Ocean/Nipomo Advisory Board for a four (4) year term each.

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, and 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
- Oceano/Nipomo
- San Simeon

On February 1, 2011, appointments to the Oceano/Nipomo Local Area Advisory Board were approved by the Board according to the provisions of Government Code Section 54970 (Maddy Book). The Advisory Board adopted their by-laws on January 10, 2012. Section 1-c sets out the terms of the Advisory Board members initially as staggered two-year terms. Joe Aguilar and Dena Bellman were both appointed to two-year terms which expired in January 2013. Both individuals have expressed a desire to continue on the Advisory Board. On February 28, 2013, the Oceano/Nipomo Local Area Advisory Board voted to recommend their re-appointment to the Advisory Board.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Oceano/Nipomo local area met to determine and form the organization of their advisory board. The Board of Supervisors formally established the Oceano/Nipomo Local Area Advisory Board on January 10, 2012. As noted above, the Oceano/Nipomo Local Area Advisory Board is recommending the reappointment of Joe Aguilar and Dena Bellman. These appointments are being made according to the Maddy Book provisions of the Government Code.

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. Joe Aguilar and Dena Bellman letters of interests
3. Oceano/Nipomo Local Area Advisory Board February 28, 2013