

**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 re-appoint Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer to the Cayucos Local Area Advisory Board for two-year terms ending January 31, 2015.			
(5) RECOMMENDED ACTION It is recommended that your Board re-appoint Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer to the Cayucos Local Area Advisory Board for two-year terms ending January 31, 2015.			
(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 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 2 -			

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 re-appoint Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer to the Cayucos Local Area Advisory Board for two-year terms ending January 31, 2015.

RECOMMENDATION

It is recommended that your Board re-appoint Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer to the Cayucos Local Area Advisory Board for two-year terms ending January 31, 2015.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed in May of 2010, 2011 and 2012. 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).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, 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

The Cayucos Local Area Advisory Board was formed on February 1, 2011. The Advisory Board adopted their by-laws on February 7, 2011. Section 1-c sets out the terms of the Advisory Board members initially as staggered one-year or two-year terms. Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer were originally appointed to two year terms which expired January 31, 2013. All the individuals have expressed a desire to continue on the Advisory Board. On February 4, 2013, the Cayucos Local Area Advisory Board voted to recommend their re-appointment, for two-years, to the Board.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Cayucos local area met to form and determine the organization of their advisory boards. As noted above, the Cayucos Local Area Advisory Board is recommending the appointment of Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer.

FINANCIAL CONSIDERATIONS

None.

RESULTS

This action begins the process of implementing the local area provisions of the County Business Improvement District ordinance. The County would 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 develop measures that track the impact of the use of local area funds.

ATTACHMENTS

1. Toni LeGras, Mike Hargett, Grace Lorenzen, Cindy Prange and Carol Kramer letters of interest
2. Cayucos Local Area Advisory Board 2-4-13 minutes - page 2
3. Cayucos Local Area Advisory By-laws - Section 1c, page 2