

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

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 4/7/2015	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to approve five re-appointments to the Cayucos Local Area Advisory Board. District 2.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the following re-appointments to the Cayucos Local Area Advisory Board: Carol Kramer, Toni LeGras, Richard Shannon, Michael Hargett and Cindy Prange Walton. The terms will expire 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"/> 4/5 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 Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 2			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 4/7/2015

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to approve five re-appointments to the Cayucos Local Area Advisory Board. District 2.

## **RECOMMENDATION**

It is recommended that the Board approve the following re-appointments to the Cayucos Local Area Advisory Board: Carol Kramer, Toni LeGras, Richard Shannon, Michael Hargett and Cindy Prange Walton. The terms will expire January 31, 2017.

## **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 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).

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

At that same meeting, the Board's approved the Local Area By-laws which set out how the local area boards will be organized and appointed. Members of the Local Area Advisory Board shall be appointed according to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder has posted Advisory Board vacancies according to this government code section.

The Cayucos Local Area Advisory Board was formed on February 1, 2011. The Advisory Board adopted their by-laws on February 7, 2011. Section 1c of the By-Laws set out the terms of the Advisory Board members as staggered two-year terms. These individuals have expressed a desire to continue on the Advisory Board and, on February 2, 2015, the Cayucos Local Area Advisory Board voted to recommend the reappointment of Carol Kramer, Toni LeGras, Richard Shannon and Michael Hargett. On March 2, 2015, the Advisory Board voted to recommend the re-appointment of Cindy Prange Walton. All five are recommended to be reappointed for another two year term.

### **OTHER AGENCY INVOLVEMENT/IMPACT**

Lodging businesses within the Cayucos designated 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 reappointment of Carol Kramer, Toni LeGras, Richard Shannon, Michael Hargett and Cindy Prange Walton

### **FINANCIAL CONSIDERATIONS**

None.

### **RESULTS**

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County does not establish performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes.

### **ATTACHMENTS**

1. Letters of Interest
2. Cayucos Local Area Advisory Board 2-2-15 minutes
3. Cayucos Local Area Advisory Board 3-2-15 Minutes
4. Cayucos Local Area Advisory By-Laws - Article II Section 1c, page 2