

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

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 8/11/2015	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to appoint Jim Hamilton and James Davison as the County's at-large and lodging business representatives, respectively, to the San Luis Obispo County Tourism Marketing District (TMD). All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board appoint Jim Hamilton, the Assistant County Auditor-Controller, as the at-large representative and James Davison as the lodging business representative to the San Luis Obispo County Tourism Marketing District.			
(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? N/A	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 8/11/2015

SUBJECT: Request to appoint Jim Hamilton and James Davison as the County's at-large and lodging business representatives, respectively, to the San Luis Obispo County Tourism Marketing District (TMD). All Districts.

RECOMMENDATION

It is recommended that the Board appoint Jim Hamilton, the Assistant County Auditor-Controller, as the at-large representative and James Davison as the lodging business representative to the San Luis Obispo County Tourism Marketing District.

DISCUSSION

On June 10, 2015, the Board established the County's Tourism Marketing District (TMD). The Board at the time also approved the TMD's Management District Plan (Plan). The Plan describes how the TMD is structured, managed, funded and what activities will be carried out by and for the TMD. The TMD will be managed by a fifteen member Board of Directors. As noted in the Plan:

The Board of Directors shall be selected as follows:

- *One lodging business representative from each of the cities shall be appointed by the respective jurisdiction's city council or tourism organization, as each city determines*
- **One lodging business representative shall be appointed by the County Board of Supervisors**
- **One additional representative at-large shall be appointed by the County Board of Supervisors**
- *Nominations shall be sought from the assessed lodging businesses for the remaining six seats. Nominations will be verified by the nominating committee, and a slate provided to the Board of Directors. The slate will take into consideration the requirement for various business types.*

The Board of Directors shall serve for staggered three-year terms. The initial Board shall serve for terms of one, two or three years. At the initial meeting, each director shall draw lots to determine their term. Approximately one-third of the initial board shall serve for one-year term, one-third for a two-year term, and one-third for a three-year term.

The item before the Board today is the appointment of the County's representatives to the Board of Directors as noted above. A display ad was placed in the New Times for four (4) weeks advertising for the lodging business representative. One application was received from Mr. James Davison. His application is included as an attachment to this staff report. The terms for each of these seats will be determined at the first Board of Directors' meeting Mr. Jim Hamilton and Mr. James Davison attend.

OTHER AGENCY INVOLVEMENT/IMPACT

Staff from the Administrative Office, Auditor-Controller-Treasurer-Tax Collector, Clerk-Recorder, and County Counsel continues to participate in the TMD process. All provisions of the Maddy Act have been met.

FINANCIAL CONSIDERATIONS

There is no financial impact with this item.

RESULTS

This action continues the implementation of the resolution of formation of the TMD. The County will not be establishing any performance criteria for the TMD beyond the legal contractual obligation to expend the funds for identified purposes. The onus would be on the contracted Owner's Association to meet the expectations included in the Management District Plan and District Marketing Plan when it is developed as well as the lodging business owners collecting the assessment. It is expected the Owner's Association Board of Directors will develop measures that will track the success of the management district plan and any subsequent marketing plan programs.

ATTACHMENTS

1. James Davison application