



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

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 11/5/2019	(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 Jena Wilson to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Districts 3 and 4.			
(5) RECOMMENDED ACTION It is recommended that the Board reappoint Jena Wilson to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Her term will expire April 22, 2023.			
(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: <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 The Administrative Office prepared this item.			
(18) SUPERVISOR DISTRICT(S) District 3, District 4			



COUNTY OF SAN LUIS OBISPO

TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 11/5/2019

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to reappoint Jena Wilson to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Districts 3 and 4.

RECOMMENDATION

It is recommended that the Board reappoint Jena Wilson to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Her term will expire April 22, 2023.

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 each 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 approved the Local Area By-laws which set out how the local area boards are to be organized and appointed (Article II attached). Members of the Local Area Advisory Board shall be appointed according

to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder posts Advisory Board vacancies according to this government code section.

The Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board was formed on November 20, 2012 when the Board approved appointments to the Board according to the provisions of Government Code Section 54970 (Maddy Book). Ms. Wilson was appointed to on August 17, 2017 to complete Corinne Smith's term. Ms. Smith had resigned in June 2017. The term expired in April 2019 and Ms. Wilson has expressed an interest in remaining on the Advisory Board. On March 13, 2019, the Advisory Board voted to recommend that Ms. Wilson be reappointed to another four-year term. The CBID Advisory Board on March 27, 2019 also voted to recommend this reappointment. Ms. Wilson's term will expire April 23, 2019.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Arroyo Grande/San Luis Obispo (unincorporated) designated local area met to form and determine the organization of their advisory boards. As noted above, the CBID Advisory Board along with the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board is recommending the re-appointment of Jena Wilson.

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 Local Area Advisory By-Laws -- Article II Section 1c, page 2
- 2 Jena Wilson's letter of interest to renew
- 3 Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory March 13, 2019 meetng minutes
- 4 CBID March 27, 2019 meeting minutes