## County Of Sonoma
### Agenda Item
#### Summary Report

<table>
<thead>
<tr>
<th>Department: Economic Development</th>
<th>4/5 Vote Not Required</th>
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<tbody>
<tr>
<td><strong>Name and Phone Number:</strong> Jeff Boland - (707) 565-7170</td>
<td><strong>Board Date:</strong> 12/13/2011</td>
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<td><strong>Deadline for Board Action:</strong></td>
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**AGENDA SHORT TITLE:** Second Reading: Amending Ordinance related to the Sonoma County Tourism Business Improvement Area Advisory Board.

**REQUESTED BOARD ACTION:** Resolution reading the title of, waiving further reading, and adopting of an Ordinance to amend Chapter 33, Section 33-15 of the Sonoma County Code, to dissolve the existing Advisory Board for the Sonoma County Tourism Business Improvement Area and to designate the Board of Directors of the Sonoma County Tourism Bureau as the Advisory Board for the Sonoma County Tourism Business Improvement Area.

**CURRENT FISCAL YEAR FINANCIAL IMPACT - None.**

**Explanation (if required):** None.

**Prior Board Action:**
12-6-11: First reading and public comment of proposed amendment to ordinance. Tourism BIA ordinance was approved on Nov. 2, 2004 and became effective January 1, 2005. Assessments under the Tourism BIA have been levied each year since.

**Alternatives – Results of Non-Approval:** No changes to the Tourism BIA ordinance will be made and recommendations from the Tourism Bureau Management Audit will not be implemented.
Background: The Sonoma County Tourism Business Improvement Area was formed on November 2, 2004 when the Board of Supervisors adopted Ordinance No. 5525. As a Business Improvement Area, formed in accordance with Sections 36500 et seq. of the California Streets and Highways Code, the Board was required to designate an “Advisory Board” with responsibilities for reporting on uses of funds and plans for expenditures (among other things). The Board had the option of appointing an existing body to serve as the Advisory Board or creating a new body to perform the required functions. The Board originally opted to create a new five member body to serve as the Advisory Board.

In Ordinance No. 5525, the Board also appointed the newly formed Sonoma County Tourism Bureau, Inc. (SCTB) as the contracting party to carry out the services, activities and programs to be funded by revenues from the assessments. The County entered into an Agreement for Services with SCTB, which includes responsibilities to be performed by SCTB. One of those responsibilities is that “SCTB shall assist the Advisory Board in the performance of its responsibilities under the Parking and Business Improvement Area Law of 1989 . . .” In the course of performing its duties, SCTB is now performing all of the duties of the Advisory Board, leaving no business to be conducted by the five member body originally created by this Board.

In December of 2010, the Board of Supervisors received the Tourism Bureau Management Audit and Advertisement Award Program Review. One of the Conclusions and Recommendations provided in the audit, at section 6.1 concerning Governance and Operating Systems, was for the Board of Supervisors to “reconsider the functionality and viability of the BOS appointed SCTBIA Advisory Board.”

The proposed Ordinance now before the Board for consideration is intended to implement the recommendation made in the audit. Since all of the required duties of an Advisory Board are being performed by the SCTB Board, there have been no meetings of the current Advisory Board as a separate body for several years. This amendment will eliminate the redundancy of having two bodies charged with performing the same duties, and recognizes that those duties are actually being performed by the SCTB Board. The effect of this Ordinance will be to dissolve the five member Advisory Board and formally designate the SCTB Board to serve as the Advisory Board. The first reading and public comment of this Ordinance was held on December 6, 2011.

Requested Board Action: Resolution reading the title of, waiving further reading, and adopting of an Ordinance to amend Chapter 33, Section 33-15 of the Sonoma County Code, to dissolve the existing Advisory Board for the Sonoma County Tourism Business Improvement Area and to designate the Board of Directors of the Sonoma County Tourism Bureau as the Advisory Board for the Sonoma County Tourism Business Improvement Area.

Attachments: Ordinance Amending Tourism Business Improvement Area Ordinance No. 5525.

On File With Clerk: None.