



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 11/22/2016

Agenda Placement: 6Y

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Alice Hughey for Leanne Link - County Executive Officer
County Executive Office

REPORT BY: Barbara Fultz, Administrative Support Tech - (707) 253-4595

SUBJECT: Appointment to the Napa Valley Tourism Improvement District Governing Committee

RECOMMENDATION

County Executive Officer requests appointment of Stacey Dolan representing Napa Valley Vintners to serve on the Napa Valley Tourism Improvement District Governing Committee with the term of office to commence immediately and expire June 30, 2020.

EXECUTIVE SUMMARY

Stacey Dolan is a current member of the Napa Valley Tourism Improvement District (NVTID) Governing Committee representing the Napa Valley Vintners. On October 18, 2016 the Board adopted a new Governing Policy for the NVTID Governing Committee, which provides for term end dates to governing committee membership. Approval of today's action will allow for the orderly appointment of a governing committee member to represent the Vintners in accordance with the new governing policy.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The Napa Valley Tourism Improvement District (NVTID) promotes tourism throughout Napa County, and its activities are funded by a 2% assessment on gross short-term (less than 30 days) room rentals on lodging businesses. The assessment was made effective July 1, 2010. The NVTID Governing Committee is composed of one (1) member of the Board of Supervisors, the County Executive Officer's designee, a designee member of the Napa Valley Vintners, and four (4) representatives of the eligible lodging businesses. The Governing Committee is charged with developing and overseeing the County's 0.50% share of the assessment funds generated in the unincorporated area and is ruled by a Governing Policy adopted by the Board on October 18, 2016.

The appointment of the Napa Valley Vintners representative, Stacey Dolan, is in accordance with the newly-adopted Governing Policy.

SUPPORTING DOCUMENTS

- A . Stacey Dolan Application
- B . Governing Committee Policy

CEO Recommendation: Approve

Reviewed By: Helene Franchi