



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 6/16/2015
Agenda Placement: 9C
Set Time: 9:00 AM PUBLIC HEARING
Estimated Report Time: 5 minutes

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Lawrance Florin - Director
Housing and Intergovernmental Affairs
REPORT BY: Lawrance Florin, DIR HOUSING AND INTERGOVERNMENTAL AFFAIRS - 253-4621
SUBJECT: Napa Valley Tourism Improvement District (NVTID) FY 2015-2016 Proposed Budget Hearing

RECOMMENDATION

Director of Housing and Intergovernmental Affairs and Auditor-Controller request the following in relation to the Fiscal Year 2015-2016 Napa Valley Tourism Improvement District budget:

1. Open Public Hearing to accept public testimony on the Fiscal Year 2015-2016 budget for a total appropriation of \$5,600,000 in Budget Division 28300; and
2. Continue for consideration to June 23, 2015 at 9:00 a.m. for adoption of the recommended budget.

EXECUTIVE SUMMARY

The recommended budget for Fiscal Year 2015-2016 for the Napa Valley Tourism Improvement District - Countywide constitutes \$5,600,000 in appropriations, offset by a 1.75% assessment on short-term room rentals at lodging businesses.

PROCEDURAL REQUIREMENTS

1. Open Public Hearing for the Fiscal Year 2015-2016 budget
2. Staff Reports
3. Public Comment
4. Continue Public Hearing to June 23, 2015 for adoption of the recommended budget

Recusal of Supervisor Dillon: As Chair Dillon is a Board member of the Napa Valley Tourism Corporation, for conflict of interest purposes she should recuse herself from consideration and approval of the District's budget which encompasses the Corporation's fiscal activities funded by District assessments. Chair Dillon's

nonparticipation in this matter, and disclosure of her position with the Napa Valley Tourism Corporation, with such disclosure noted in the minutes, will qualify for the remote interest exception of Government Code section 1091(b)(1), and allow the remainder of the Board to legally act on the agenda items.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	No
What is the revenue source?	Napa Valley Tourism Improvement District Assessments.
Is it Mandatory or Discretionary?	Mandatory
Is the general fund affected?	No
Future fiscal impact:	No future impact. This action is for Fiscal Year 2015-2016 only.
Consequences if not approved:	Collected assessments will not be distributed.
Additional Information:	

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

On June 15, 2010, the Board of Supervisors, pursuant to the Property and Business Improvement District Law of 1994, created the Napa Valley Tourism Improvement District (NVTID). The purpose of the NVTID is to promote tourism throughout Napa County by investing in marketing and tourist-serving programs. The activities of NVTID are funded by a 2% assessment on gross short-term room rentals at lodging businesses (1.75% funds activities countywide, and .25% funds activities in the unincorporated areas of the County). The recommended budget for NVTID Countywide constitutes \$5,600,000 in appropriations for Fiscal Year 2015-2016.

Staff requests that the Board open the public hearing on the Fiscal Year 2015-2016 budget and accept public testimony; then continue the public hearing until June 23, 2015 for final budget adoption.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Molly Rattigan