



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 7/10/2018

Agenda Placement: 6AA

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Jose (Louie) Valdez for Minh Tran - County Executive Officer
County Executive Office

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

SUBJECT: Reappointment to the Unincorporated Napa Valley Tourism Improvement District Governing Committee

RECOMMENDATION

County Executive Officer requests reappointment of the following applicant to serve on the Unincorporated Napa Valley Tourism Improvement District Governing Committee with the term to commence immediately and expire on June 30, 2022:

<u>Name</u>	<u>Lodging Business Represented</u>	<u>Lodging Business Type</u>
George Goeggel	Auberge du Soleil	Top 5 Revenue-Generating Lodging Business

EXECUTIVE SUMMARY

There is currently one opening on the Unincorporated Napa Valley Tourism Improvement District Governing Committee due to an expired term. This opening represents one of the top five revenue-generating lodging businesses in unincorporated Napa County and is open to all qualified applicants. The County Executive Office recruited for the opening and received a reappointment request from George Goeggel, Managing Partner of Auberge du Soleil, one of the top five revenue-generating lodging businesses in the unincorporated Napa Valley.

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 in lodging businesses. The assessment was made effective July 1, 2010.

The NVTID Governing Committee is charged with developing and overseeing the share of the assessment funds generated in the unincorporated area and is ruled by a Governing Policy approved by the Governing Committee on August 15, 2016 and adopted by the Board on October 18, 2016. The Governing Policy defines the Governing Committee's membership term as staggered four-year terms and ensures that membership is open to other lodging businesses every year that there is a vacancy on the Governing Committee.

The NVTID Governing Committee is composed of the following seven members:

- | One member of the Board of Supervisors;
- | The County Executive Officer's designee;
- | A member of the Napa Valley Vintners; and
- | Four representatives of the eligible lodging businesses.

Staff requests the reappointment of George Goeggel to represent one of the top five revenue-generating lodging businesses in the Napa Valley.

SUPPORTING DOCUMENTS

A . George Goeggel Reappointment Request Letter & Application

CEO Recommendation: Approve

Reviewed By: Molly Rattigan