



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 8/2/2022

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Board of Supervisors 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

Board of Supervisors 2022 Calendar Items of Significant Interest

Recommended Action:

Review the adopted 2022 Board Calendar of Items of Significant Interest.

Executive Summary:

Annually the Board discusses strategic priorities and Board content for consideration.

Discussion:

Twice annually the Board reviews proposed items of significant public interest. Per the Board Rules of Procedure Rule 45, this item is the mid-year review of the Calendar of Significant Interest. The 2022 Board Calendar was approved at the February 8, 2022 Board meeting. □

The review provides an opportunity for the Board to discuss policy priorities and to give direction to the County Administrator regarding significant items through the remainder of the calendar year. Attachment 2 includes an update with summary of available time. □

Month	Hours Remaining
August	1.5
September	5.5
October	7.5
November	2.25
December	3

Any new items added may require staff to reprioritize existing projects. In this review, the County Administrator and the Economic Development Board recommend discussion of potential changes to the Sonoma County Tourism (SCT) Business Improvement Area (BIA) assessment. SCT is coordinating with County staff, cities, and all lodging operators in the BIA area to consider proposing modifications to the assessment. In addition to the unincorporated areas of the county, seven cities currently participate in the BIA, including Santa Rosa, Rohnert Park, Petaluma, Cloverdale, Cotati, Sebastopol, and the Town of Windsor. The cities of Sonoma and Healdsburg do not participate.

If approved by the participating cities and your Board, the proposed change would raise the amount of the assessment of lodging revenue in the unincorporated areas of Sonoma County, as well as in the participating cities, from 2% to 3%. In addition, SCT has proposed removing the \$350,000 revenue threshold for establishments entirely. Removal of this threshold would subject all lodging establishments and vacation rentals to pay the BIA assessment (all lodging operators in the BIA would pay 3% of their collected rents, including vacation rental income, as an assessment to promote tourism and marketing efforts by Sonoma County Tourism).

If policy support exists, modification of the BIA will require two actions on behalf of the Board of Supervisors:

1. Approval of a Resolution of Intent to Modify the BIA
2. A public hearing must be held after a 45 day, publicly-noticed period, during which notice must be sent to all lodging operators within the BIA.

Staff has met with SCT, and proposes the Resolution be considered on October 4, 2022, and the public hearing be held on December 13, 2022.

Prior Board Actions:

February 8, 2022

January 25, 2022

Narrative Explanation of Fiscal Impacts:

None

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Attachment 1: Initial adopted 2022 Board Calendar of Items of Significant Interest

Attachment 2: Current 2022 Board Calendar of Items of Significant Interest

Attachment 3: 2022 Items of Significant Interest Completion Comparison Table

Related Items "On File" with the Clerk of the Board:

None