

**RESOLUTION NO. 16-024**

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**APPROVING THE ANNUAL REPORT AND PROGRAM OF  
EXPENDITURES, ASSESSING THE LEVY AND APPOINTING AN  
ADVISORY BOARD FOR THE HOSPITALITY IMPROVEMENT DISTRICT  
FOR FISCAL YEAR 2016-17**

1. The Council conducted a public hearing to consider the levy of the proposed Fiscal Year 2016-17 assessment for the Pacific Grove Hospitality Improvement District on April 20, 2016 at 6:00 pm; and
2. The City Clerk gave notice of the public hearing by causing the resolution of intention, adopted by the City Council on April 6, 2016, to be published in a newspaper of general circulation at least seven days before the public hearing; and
3. At the public hearing, the City Council heard and considered all protests against the Fiscal Year (FY) 2016-17 levy of assessments for the Pacific Grove Hospitality Improvement District, and the rules and procedures used in receiving and considering protests complied with those set forth in Streets and Highways Code sections 36524, 36525 and 36534; and
4. Said Improvement Area Law provides, at California Street and Highways Code Section 36530, that the City Council shall appoint an advisory board to make recommendations to the City Council regarding expenditure of revenues collected from District business owners, and to make recommendations regarding the method and basis of assessment levy; and
5. This council has requested the Pacific Grove Chamber of Commerce to recommend membership for the advisory board by process of the public nomination and election, and the Chamber has made recommendations that this council desires to follow.

**NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY  
OF PACIFIC GROVE:**

1. The Council determines that each of the Findings set forth above is true and correct and by this reference incorporates those Findings as an integral part of this Resolution.
2. The City hereby levies and shall collect assessments for the FY 2016-17 within the Hospitality Improvement District (HID), as described in Section 6.54 of the Pacific Grove Municipal Code.
3. The assessment is currently set at \$4.00 per room night for full-service lodging establishments and \$2.00 per room night for all others. Pacific Grove has no full-service hotels or bed and breakfast establishments that collect the \$4.00 per room night fee

4. There is no change in the boundaries of the district as established in the prior year and set forth in Section 6.54.030 of the Pacific Grove Municipal Code.
5. The Council approves the annual report prepared by the Advisory Board of the Pacific Grove Hospitality Improvement District.
6. The Council approves the Pacific Grove Hospitality Improvement District program for FY 2016-17, as follows:

**Proposed HID Expenditure for FY 2016-17**

|                                     |                   |
|-------------------------------------|-------------------|
| Bookkeeping                         | \$ 2,200          |
| Marketing                           | 62,600            |
| Print media                         | 40,000            |
| Promotions and Signage              | 20,000            |
| Research                            | 7,000             |
| Lease & Operations (Visitor Center) | 67,800            |
| Staffing (Information Center)       | 48,500            |
| Technology                          | 900               |
| Miscellaneous Expenses              | 1,000             |
| <b>Total</b>                        | <b>\$ 250,000</b> |

7. The City Manager is authorized to approve an agreement with the Pacific Grove Chamber of Commerce to administer the program for FY 2016-17.
8. The City Manager is authorized to approve mid-year amendments to the program and agreement with the Pacific Grove Chamber of Commerce within the total amount approved for the year.
9. Pursuant to California Streets and Highways Code Section 26530, the City Council hereby appoints the following (named with their business affiliations) as the advisory board for and on behalf of the Downtown Business Improvement District:
  - o Ed Flatley (Seven Gables Inn), term expires June 30, 2018
  - o Victoria Arroyo (Sea Breeze Lodge), term expires June 30, 2018
  - o Tim McGill (Asilomar Conference Grounds), term expires June 30, 2018
  - o Amrish Patel (Centrella Inn), term expires June 30, 2017
  - o Robert Boerner (Pacific Gardens Inn), term expires June 30, 2017
10. The advisory board hereby appointed is subject to all provisions of the Ralph M. Brown Act, and the board hereby is directed to comply therewith.

11. This Resolution shall become effective immediately following passage and adoption thereof.

**PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE**  
this 20th day of April, 2016, by the following vote:

AYES: Mayor Kampe, Councilmembers Cuneo, Huitt, Lucius, and Peake.

NOES: Councilmember Miller.

ABSENT: Councilmember Fischer.

APPROVED:

  
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BILL KAMPE, Mayor

ATTEST:

  
\_\_\_\_\_  
SANDRA KANDELL, Deputy City Clerk

APPROVED AS TO FORM:

  
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DAVID C. LAREDO, City Attorney

