RESOLUTION NO. 14-044

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFIC
GROVE APPROVING THE ANNUAL REPORT AND PROGRAM OF
EXPENDITURES, ASSESSING THE LEVY AND APPOINTING AN
ADVISORY BOARD FOR THE HOSPITALITY IMPROVEMENT DISTRICT
FOR FISCAL YEAR 2014/15

1. The Council conducted a public hearing to consider the levy of the proposed Fiscal
Year 2014/15 assessment for the Pacific Grove Hospitality Improvement District on June
18, 2014 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 May 21, 2014, 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 2014/15 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 may 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 Fiscal Year 2014/15
within the Hospitality Improvement District (HID), as described in Section 6.54 of the

3. There is no change in the boundaries of the district as established in the prior year and

4. The Council approves the annual report prepared by the Advisory Board of the Pacific
Grove Hospitality Improvement District.
5. The Council approves the Pacific Grove Hospitality Improvement District program for FY 2014/15, as follows:

**Proposed HID Expenditure for FY 2014/15**

- Bookkeeping $2,200
- On-line Marketing $60,000
- Marketing, Support New Events $3,000
- Print Media $43,450
- Promotions and Signage $4,000
- Lease & Operations (Visitor Center) $49,650
- Staffing (Visitor Center) $42,000
- Misc expenses, repairs, etc. $1,500
- Research & Technology $4,200

Total $210,000

6. The City Manager is authorized to approve an agreement with the Pacific Grove Chamber of Commerce to administer the program for FY 2014/15.

7. 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.

8. 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:
   - Ed Flatley (Seven Gables Inn), term expires June 30, 2016
   - Victoria Arroyo (Sea Breeze Lodge), term expires June 30, 2016
   - Scott Wilson ((Asilomar Conference Grounds), term expires June 30, 2016
   - Amrish Patel (Centrella Inn), term expires June 30, 2015
   - Robert Boerner (Pacific Gardens Inn), term expires June 30, 2015

9. 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.

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

**PASSED AND ADOPTED** BY THE COUNCIL OF THE CITY OF PACIFIC GROVE this 18 day of June, 2014, by the following vote:

AYES: Mayor Kampe, Councilmembers Cohen, Cuneo, Fischer, Huitt, Lucius, Miller

NOES: None

ABSENT: None
APPROVED:

BILL KAMPE, Mayor

ATTEST:

ANN CAMEL, Interim City Clerk

APPROVED AS TO FORM:

DAVID C. LAREDO, City Attorney