

RESOLUTION 07-044

**A RESOLUTION OF THE CITY OF PACIFIC GROVE
DECLARING ITS INTENT TO FORM AND CREATE
THE PACIFIC GROVE HOSPITALITY IMPROVEMENT DISTRICT
AND SETTING A PUBLIC PROTEST HEARING
RELATING TO THAT FORMATION**

WHEREAS, the City of Pacific Grove (City) desires to form a parking and business improvement district (designated as the Pacific Grove Hospitality Improvement District or PGHID) pursuant to California Streets and Highways Code 36500, *et seq.* for the benefit of hospitality establishments within the City; and,

WHEREAS, the purpose of the Pacific Grove Hospitality Improvement District shall be to fund promotion, marketing activities, and physical improvements to support and improve the hospitality economy in Pacific Grove; and,

WHEREAS, the City Council desires to convene a public hearing to establish the Pacific Grove Hospitality Improvement District; and,

WHEREAS, the City Council intends this resolution to constitute and resolve its declaration of intent to establish the Pacific Grove Hospitality Improvement District in accord with Streets and Highways Code section 36500, *et seq.* and to adopt the rules and procedures of Streets and Highways Code sections 36524 and 36525 to govern its determination as to the existence or non-existence of a majority protest;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PACIFIC GROVE DOES RESOLVE AS FOLLOWS:

SECTION 1. The City declares its intention to form a Parking and Business Improvement District pursuant to California Streets and Highways Code 36500, *et seq.*

SECTION 2. The name of Parking and Business Improvement District proposed to be formed shall be the "Pacific Grove Hospitality Improvement District." This District may occasionally be referenced as the "PGHID".

SECTION 3. The boundaries of the Pacific Grove Hospitality Improvement District are the same boundaries as the corporate boundaries of the City.

SECTION 4. The following definitions shall apply to this ordinance, and shall be used for all purposes by the Pacific Grove Hospitality Improvement District:

Accommodations Establishment. The term "Accommodations Establishment" shall refer to either a "Bed & Breakfast Inn", a "Motel", or a "Conference Lodging Establishment" as defined by this Section.

Bed & Breakfast Inn. The term "Bed & Breakfast Inn" shall refer to an establishment that meets the criteria set by Pacific Grove Municipal Code section 23.08.290.

Conference Lodging Establishment. The term "Conference Lodging Establishment" shall refer to any establishment that meets the criteria set by Pacific Grove Municipal Code section 23.08.160, has 300 or more guest rooms, and that offers special venues for meetings, conferences, and special events.

Motel. The term "Motel" shall include the term "Hotel" and shall refer to any establishment that meets the criteria set by Pacific Grove Municipal Code sections 23.08.030 or 23.08.160, but excluding there from any establishment that meets the definition of "Bed & Breakfast Inn" or "Conference Lodging Establishment" as set by this ordinance.

SECTION 5. Assessments levied under the Pacific Grove Hospitality Improvement District may fund promotion, marketing and physical improvements of property in accord with Streets and Highways Code section 36500, *et seq.* for the purpose of improving the hospitality economy of the City.

SECTION 6. Improvements and activities of the Pacific Grove Hospitality Improvement District shall be funded by assessments on all Accommodations Establishments within the PGHID. Except where the Council determines funds to be otherwise available, all improvements of activities of the PGHID shall be funded by the assessment set pursuant to this ordinance.

SECTION 7. An annual assessment shall be levied for the Pacific Grove Hospitality Improvement District upon new or existing Accommodations Establishment within the PGHID. New establishments shall not be exempt. The assessment shall be paid at the time the Accommodations Establishment pays transient occupancy taxes to the City. Accommodations Establishments that meet the criteria of "full-service" as set by the most recent report promulgated by Smith Travel Research, Inc. (STR Report) shall pay an assessment of \$1.50 per occupied room per night. All other Accommodations Establishments shall pay an assessment of \$1.00 per occupied room per night.

SECTION 8. The Council hereby sets a public hearing to establish the Pacific Grove Hospitality Improvement District on December 5, 2007 at 6:00 pm, or as soon thereafter as the item may be called, at City Hall, 300 Forest Avenue, Pacific Grove, California.

SECTION 8. Streets and Highways Code sections 36524 and 36525 sets forth rules and procedures that govern the filing of protests and the determination of a majority protest. The City shall apply the following procedures to determine the existence of a majority protest:

a. At the public hearing to hear such protests, testimony of all interested persons for or against the establishment of the Pacific Grove Hospitality Improvement District, the extent of the PGHID, or the furnishing of specified types of improvements or activities shall be heard. A protest may be made in writing or orally by any interested person. Any protest pertaining to the regularity or sufficiency of the proceeding shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

b. Each written protest shall be filed with the City Clerk on or before December 5, 2007. The City Council may waive any irregularity in the form or content of any written protest, and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

c. Each written protest must contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this requirement shall not be counted in determining a majority protest.

d. If written protests are received from the owners of Accommodations Establishments in the proposed Pacific Grove Downtown Business Improvement District which will pay 50% or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50%, no further proceedings to create the PGHID or to levy the proposed assessment, as contained in this ordinance intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvements or activities within the area, these types of improvements or activities shall be eliminated.

SECTION 9. Upon determination that a majority protest does not exist, the City Council shall be authorized to form the Pacific Grove Hospitality Improvement District, and may thereafter appoint an Advisory Board for the Pacific Grove Hospitality Improvement District. The proposed appointment process shall be by the following process:

a. Membership on the PGHID Advisory Board shall be limited to Accommodations Establishment owners, concessionaires representing Accommodations Establishments, or employees holding the written consent of the Accommodations Establishment, within the PGHID area. To sponsor a member on the PGHID Advisory Board, each Accommodations Establishments shall have fully paid its PGHID assessment at the time of appointment, and remain fully paid during the term of that representative's membership on the Board.

b. The PGHID Advisory Board shall be comprised of five (5) members. Two (2) members shall represent "Motels" as defined by this ordinance. Two (2) members shall represent businesses classified as "Bed and Breakfast Inns" as defined by this ordinance. One member shall represent businesses classified as a "Conference Lodging Establishment" as defined by this ordinance. If an Accommodations Establishment pays more than one-quarter of the City's total transient occupancy tax revenue, that Accommodations Establishment shall be entitled to one of the five seats on the PGHID Advisory Board.

c. PGHID Advisory Board members shall serve two-year terms, with appointments staggered at one-year intervals. The term for the two (2) members representing "Motels" and the term for the two (2) members representing "Bed and Breakfast Inns" shall each be staggered.

d. The PGHID Advisory Board shall be appointed by the City Council, following a nomination process facilitated by the Chamber of Commerce. Each February, the Pacific Grove Chamber of Commerce (Chamber) shall mail a letter to each Accommodations Establishment located in the PGHID. The letter shall announce the Chamber shall hold a meeting at City Hall for the purpose of conducting open elections for the PGHID Advisory Board seats that may be vacant or are scheduled to become vacant as of July 1 of that calendar year. The letter shall further notify each Accommodations Establishment of the Advisory Board selection process.

e. At the noticed meeting, the Chamber shall facilitate a selection process whereby any Accommodations Establishment representative meeting the qualification established in (b) above may be nominated for a seat on the Advisory Board. The Chamber shall conduct the election by secret ballot, and shall count ballots cast at that meeting or received by mail. One representative each Accommodations Establishment in the Pacific Grove Hospitality Improvement District shall be eligible to vote; votes may be cast in person at the meeting, or if the Accommodations Establishment representative is unable to attend the vote may be made by proxy, signed on behalf of the Accommodations Establishment. Each Accommodations Establishment shall be allowed one vote for each open seat.

f. Nominees receiving the most votes shall be deemed to have won the election. The Chamber shall verify the election results and forward the names to the City Clerk no later than April 30. If the results are not transmitted to the City Clerk on or before April 30, the Council shall appoint the PGHID Advisory Board members by the process set forth for appointing boards and commissions in Chapter 3.04 of the Municipal Code.

g. The City Council may accept or reject the election result as to any open seat. Should the Council reject the election result as to a seat, the Chamber shall forward another make a substitute recommendation. PGHID Advisory Board members shall serve at the pleasure of the Council. The Council may, by majority vote, remove any Advisory Board member with or without cause.

SECTION 10. It is proposed that the Pacific Grove Hospitality Improvement District Advisory Board shall meet at least two (2) times per year. The Advisory Board shall be deemed a "legislative body" for all purposes of the Ralph M. Brown Act, Government Code section 54950, *et seq.* Each meeting of the Advisory Board shall be open and public as required by that Act.

SECTION 11. It is proposed that the City Manager may authorize the Chamber of Commerce, by contract, to spend PGHID assessment revenues on behalf of the City provided each expenditure is made in accord with the Pacific Grove Hospitality Improvement District program and budget as approved by the City, and in compliance with all City purchasing regulations, or as otherwise set by ordinance.

SECTION 12. It is proposed that the PGHID Advisory Board shall prepare and file an annual report with the City regarding the Pacific Grove Hospitality Improvement District. The report shall, among other things, itemize improvements and activities for the fiscal year, state the cost of activities, the amount of surplus or deficit revenues carried over from a previous fiscal

year, and contributions other than assessments. The report shall meet the requirements of California Streets and Highways Code section 36533. The City Council shall review each report, and may approve the report as filed or modify any portion of the report and approve it as modified.

SECTION 13. It is proposed that after approving the annual report, the City shall adopt an annual resolution of intention to levy the assessment for that fiscal year, publish a notice and hold a public hearing on the assessment. This action may be taken by resolution

SECTION 14. This resolution is exempt from provisions of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines.

RESOLVED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE this 7th day of November, 2007, by the following vote:

AYES: Bennett, Cort, Davis, Miller, Nilmeier, Stilwell

NOES: Cohen

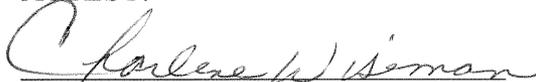
ABSENT: None

APPROVED:



DANIEL E. CORT, Mayor

ATTEST:


CHARLENE WISEMAN, City Clerk

APPROVED AS TO FORM:


DAVID LAREDO, City Attorney