



Napa County

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Legislation Text

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TO: Board of Supervisors
FROM: Minh C. Tran - County Executive Officer
REPORT BY: Jennifer Ivancie - Board Clerk II
SUBJECT: Appointment to the Unincorporated Napa Valley Tourism Improvement District (NVTID) Governing Committee

RECOMMENDATION

County Executive Officer requests the appointment of Edward P. Costa to serve on the Unincorporated Napa Valley Tourism Improvement District (NVTID) Governing Committee representing Top 5 Revenue with the term to commence immediately and expire on June 30, 2026.

EXECUTIVE SUMMARY

There is currently one opening on the Unincorporated Napa Valley Tourism Improvement District (NVTID) Governing Committee due to a resignation. The opening represents one of the top five revenue-generating lodging businesses in the unincorporated Napa County and is open to all qualified applicants. The County Executive Office advertised the opening and received one appointment request from Edward P. Costa, Managing Director of Carneros Resort and Spa, one of the top five revenue-generating lodging businesses in the unincorporated Napa Valley.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact? No
County Strategic Plan pillar addressed: Effective and Open Government

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 appointment of Edward P. Costa to the Unincorporated Napa Valley Tourism Improvement District (NVTID) Governing Committee to represent one of the Top 5 Revenue-generating Lodging Businesses in the unincorporated Napa Valley.