



REPORT TO CITY COUNCIL

DATE: AUGUST 12, 2015

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER 

BY: NATHAN HAMBURGER, ASSISTANT CITY MANAGER 

SUBJECT: CONDUCT A PUBLIC HEARING TO CONSIDER TESTIMONY REGARDING THE PROPOSED INTENTION TO MODIFY THE MANAGEMENT DISTRICT PLAN OF THE CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT AND ADOPT RESOLUTION NO. 15-1796, MODIFYING THE ASSESSMENT FEE

At the June 10, 2015, meeting of the City Council, Resolution No. 15-1788 was approved, which established hearing dates to consider a modification to the Conejo Valley Tourism Improvement District (CVTID). This public hearing is being conducted in accordance with Government Code 54954.6; to allow for testimony by those within the CVTID who are affected by the proposed changes to the Management District Plan. A written notice was provided to the owners of all businesses currently paying the assessment in the District. This process provides a 45-day period in which owners may protest the modification. A public hearing was held on the proposed modification at the July 8, 2015, meeting of the City Council, in which there were no public comments received.

The CVTID includes all lodging businesses located within the boundaries of the cities of Agoura Hills and Thousand Oaks, with the City of Agoura Hills serving as the implementing agency. The adopted Management District Plan includes the boundary of the district, a service plan, budget, a means of governance, and identifies the Greater Conejo Valley Chamber of Commerce as the District Owner's Association. The changes to the Management District Plan do not affect the expiration date of the District, which will still remain through July 31, 2018, with the opportunity to extend the life of the District.

The proposed change is to increase the assessment rate from \$1.00 per paid-occupied-room per night to two percent of gross short-term (stays less than 31 days) room rental revenue. If approved, the modified assessment would be effective starting January 1, 2016. The current fiscal year revenues of the District are estimated to be \$500,000. With the proposed increase, it is anticipated that the revenue for the following fiscal year would be approximately \$750,000 and could increase to approximately \$1,000,000 in the future, based on an anticipated growth in the overnight stays at the lodging businesses. The increase in revenue would be utilized for sales and marketing

programs, and the remainder would be applied to administrative costs and a contingency renewal fund for the District.

This final public hearing was scheduled and properly noticed to the affected hotel properties. If there are more than 50% of the assessment district that protest the change to the Management District Plan, then no change can occur, and no further proceedings would be allowed to take place to consider the modification for one year from the date of finding of a majority protest by the City Council. It should be noted that the hoteliers within the district have unanimously approved this proposed modification that is being considered and is being brought forth at their request. The City's Community Development staff has been involved with the CVTID Board activities and has no opposition to this request.

The City Attorney's Office has been consulted on this proposed modification and has confirmed the procedural process.

RECOMMENDATION

It is recommended the City Council conduct a public hearing, take public comments, and adopt Resolution No. 15-1796; modifying the Management District Plan of the Conejo Valley Tourism Improvement District, modifying the assessment fee.

Attachment: 1) CVTID Management District Plan

RESOLUTION NO. 15-1796

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, MODIFYING THE MANAGEMENT DISTRICT PLAN OF THE CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT

THE CITY COUNCIL OF THE CITY OF AGOURA HILLS HEREBY FINDS, RESOLVES, AND ORDERS AS FOLLOWS:

WHEREAS, on July 10, 2013, the City Council of the City of Agoura Hills ("City Council") adopted Resolution Number 13-1714, adopting the Management District Plan and establishing the Conejo Valley Tourism Improvement District ("CVTID"); and

WHEREAS, the Property and Business Improvement District Law of 1994, Streets and Highways Code §36600 et seq., allows the City to modify the Management District Plan ("MDP") at the request of the owners' association; and

WHEREAS, the CVTID owners' association, the Greater Conejo Valley Chamber of Commerce ("the Chamber") has requested modification of the MDP.

WHEREAS, on June 10, 2015, the City Council adopted a Resolution No. 15-1781, declaring its intention to modify the MDP and held a public meeting on July 8, 2015, and held an additional public hearing on August 12, 2015, to consider such modification; and

NOW, THEREFORE, it is resolved by the City Council that:

Section 1. The recitals set forth herein are true and correct.

Section 2. The City Council hereby modifies the CVTID MDP. The modification of the CVTID MDP will modify the assessment rate from \$1.00 per paid-occupied-room per night to two percent (2%) of gross short-term (stays less than 31 days) room rental revenue.

Section 3. This resolution shall take effect immediately upon its adoption by the City Council.

PASSED, APPROVED, and ADOPTED this 12th day of August, 2015, by the following vote to wit:

AYES: ()
NOES: ()
ABSTAIN: ()
ABSENT: ()

CITY OF AGOURA HILLS

Illece Buckley Weber, Mayor

ATTEST:

Kimberly M. Rodrigues, MMC, City Clerk