



Legislation Text

File #: 24-022, Version: 1

Report Prepared by: Sierra Omlin, Economic Development Associate

SUBJECT: Request by the Property Based Improvement District Formation Committee to the City Council to Appoint the Board of Directors for the Downtown Property Based Improvement District (PBID)

REPORT IN BRIEF

The Property Based Improvement District Formation Committee is requesting the City Council appoint recommended business owners and property owners to the Property Based Improvement District (PBID) Board of Directors. The appointed board members and officers will be able to proceed conducting the business of the PBID.

RECOMMENDATION

City Council - Adopt a motion:

- A. Appointing the following PBID Board Members; Eric Hamm, Chair, Doug Fluetsch, Vice Chair, Peg Larson, Secretary, Grey Roberts, Treasurer, Robin Donovan, Board Member, Elmer Lorenzi, Board Member, and Robert Matsuo, Board Member; and,
- B. Appointing the City Manager to the PBID Board; and,
- C. Directing the City Clerk to provide the Certified Minute Action to the PBID Board.

ALTERNATIVES

- 1. Approve, as recommend by Staff; or,
- 2. Approve, subject to other than recommended by City Council; or,
- 3. Refer to Staff for reconsideration of specific items as requested by the City Council; or,
- 4. Defer action until a specific date; or
- 5. Deny the request.

AUTHORITY

Charter of the City of Merced, Section 200.

CITY COUNCIL PRIORITIES

City Goals & Priorities FY 22-23, Downtown a.1. - Continue with Property Based Improvement District (PBID) implementation; FY 2023/2024 Budget, Chapter 13, Special Districts, Downtown Fund, Objectives, (1.) Continue working towards the formation of a Property Based Improvement District and Tourism Business Improvement District

BACKGROUND

Providing a clean, safe, and welcoming environment is crucial to the success of our Downtown. These services and more will be enhanced through the Property Based Improvement District (PBID). For the past two years, the City of Merced and a steering committee have worked towards the formation of a PBID. Petitions were sent out to property owners in the district on January 18th, 2022, with more than 50% in favor. The next step was to mail out ballots to the property owners in the proposed district. A ballot count took place August 7th, 2023 at the City Council meeting and results were reported in favor of establishing a PBID. August 7th, 2023 the Council adopted a Resolution establishing the formation of the PBID for Downtown Merced. The PBID is established for a five-year (5) term beginning January 1, 2024 through December 31, 2028.

A Board of Directors is initially appointed by City Council and in subsequent years individual members of the Board will be selected by the PBID general membership. The Advisory Board oversees the PBID's operations. State law specifies that each PBID have a board that provides an annual report to City Council on PBID assessments, PBID activities and the PBID annual budget.

DISCUSSION

The City of Merced established the Downtown Property Based Improvement District August 7th, 2023. Now, a Board of Directors needs to be appointed by Council to oversee and manage the Property Based Improvement District.

The PBID Steering Committee requests the City Council appoint the following downtown business and property owners identified below to serve as the Board of Directors:

Chair: Eric Hamm	Board Member: Robin Donovan
Vice Chair: Doug Fluetsch	Board Member: Robert Matsuo
Secretary: Peg Larson	Board Member: Eddie Beltran
Treasurer: Grey Roberts	Board Member: EJ Lorenzi
Board Member: City Representative (City Manager)	

The Board will be responsible for making requests to the City to adopt the PBID by-laws and other necessary agreements between the PBID and the City.

ATTACHMENTS

1. Board of Directors Letter Request