



## **Mendocino County Tourism Commission Legalized Cannabis Action Plan Recommendation**

Staff is recommending the following actions to the Mendocino County Tourism Commission (MCTC) Board of Directors in regards to the action plan to legalized cannabis in Mendocino County. It is crucial to get approval from the (2) two stakeholder entities in order to move forward with any type of plan for MCTC.

### **Action #1**

The Mendocino County Tourism Commission Executive Director will provide a presentation including the ballot being sent out to lodging stakeholders and plan to the County Board of Supervisors in December asking for their direction on whether or not public funds (aka TOT) given to MCTC should be used on research, plan development and the promotion of cannabis tourism and cannabis-related businesses in Mendocino County.

#### **Timeline:**

TBD                      County Board of Supervisors Meeting

### **Action #2**

An official ballot will be developed by staff, approved and disseminated to all lodging entities paying into the county-wide assessment to approve or disapprove the use of Mendocino County Tourism Commission assessment funds on research, plan development and the promotion of cannabis tourism and cannabis-related businesses in Mendocino County.

Information on the direction of the County Board of Supervisors would be included in the information distributed.

#### **Timeline:**

12/13	Proposed Ballot presented to the MCTC Board
12/14-12/16	Ballot finalized by staff and MCTC Executive Committee
TBD	County of Mendocino Supervisors Meeting
12/21	Official distribution of ballot
1/6	Ballot deadline
1/6-1/9	Official ballot count, tally and report creation
1/10	MCTC Board Meeting – final report with results and recommendation will be presented

In order to understand the direction given by the MCTC lodging stakeholders, the final vote should represent a minimum of **80%** of the county-wide lodging constituents paying into the assessment.

If both sets of stakeholders agree that MCTC should move forward, this would allow ample time for MCTC to develop a marketing & public relations plan executable (tentatively) by February 1, 2017.



## DRAFT Ballot Information

As a payor into the Mendocino County-Wide Business Improvement District Assessment, the Mendocino County Tourism Commission is sending this official ballot out to each of the assessed lodging properties to attain input on whether or not assessment funds should be used to promote legalized cannabis tourism in Mendocino County.

Only (1) one ballot will be counted per property. A majority approval of 80% or more of assessed lodging votes must be attained to move forward in using assessed funds to promote cannabis tourism on behalf of the county. If the deadline is required to be extended, MCTC will notify stakeholders electronically as well as on MendocinoTourism.org.

The County of Mendocino Supervisors (will add in the information after the December meeting)

\*Name: \_\_\_\_\_ \*Title: (Must be an Owner, General Manager or Manager)  
Property Name: \_\_\_\_\_ Property Address: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

With the recent legalization of cannabis/marijuana in the State of California, as a payor in the Mendocino county-wide business improvement district assessment, I hereby give approval to the Mendocino County Tourism Commission to utilize a portion of the assessment funds and staff time on research, plan development and the promotion of cannabis tourism and cannabis-related businesses in Mendocino County to help increase overall visitor spending.

No       Yes

If Yes, please circle the amount of the marketing & public relations funds you would like to see allocated out of this fiscal year's budget:

2% (\$8,000)    3% (\$12,000)    4% (\$16,000)    5% (\$20,000)    6% (\$24,000)

### ADDITIONAL QUESTIONS

My property will allow the legalized use of cannabis on property under the State of California regulations.

No       Yes

I give permission to the Mendocino County Tourism Commission to include the property listed above (if the opportunity arises) in cannabis-related promotions and public relations as a cannabis-friendly lodging property in Mendocino County.

No       Yes