



First District Municipal Advisory Council

Funding, Ad Hoc, and Letters (continued from 5.19.21)

Arielle Kubu-Jones, District Director, First District

July 21, 2021
Board of Supervisors—First Supervisorial District



MAC Funding Review

- MACS are funded through **Measure L**, the Transit Occupancy Tax (Hotel Tax) increase passed by voters in 2016
- 10% of the Measure L Funds go into **Tourism Impact Funds (TIF)**
- These Funds are allocated to each Supervisorial District **proportional** to the amount brought in in that district
- The First Supervisorial District receives the **second highest allocation** of the 5 districts, second to the Fifth Supervisorial District (West County)
- In Fiscal Year 20-21, District 1 received just over \$100,000 in TIF funds from Fiscal Year 19-20, down from \$194,000 from the previous year



How are the MACs Funded?

Measure L: Passed by the voters in 2016, increased Transient Occupancy Taxes (Hotel Tax) from 9% to 12%

- Fire Services: **40%**
- Road Repair and Improvement: **20%**
- Affordable Housing: **13%**
- Tourism Impact Funds: **10%**
- Event Facilities Improvements: **9%**
- Code Enforcement and Compliance: **8%**



Tourism Impact Funds: How can they be used?

Unique and urgent needs within unincorporated Sonoma County:

- Safety Improvements
- Environmental Impact Mitigation
- Public Safety
- Parking Enforcement
- Projects that benefit the community, or support organizations that coordinate community improvements, such as the **Municipal Advisory Councils**



Tourism Impact Funds: How does the First District use them?

In addition to the MAC's ongoing expenses, Supervisor Gorin supported the following projects and organizations with Tourism Impact Funds in FY 20/21:

- Parking Enforcement in the Springs: **\$50,583** (yearly expenditure)
- Sonoma Valley School District Gardens: **\$15,000**
- Charla Comunitaria (Spanish language only information sharing for the Latinx community): **\$12,000**
- Food for All/Comida Para Todos: **\$8,000**
- KSVY Engineering Plan for new Antenna: **\$7,500**



NSVMAC Funding

- Specific process to allocate TOT funds—Board Approval
- Beginning with **FY 20/21**, Supervisor Gorin is allocating each MAC **\$10,000 per Fiscal Year in funding**.
- The \$10,000 can be used by the NVMAC for both ongoing expenses and special projects when approved by a majority of the MAC, and the Supervisor
- In **FY 20/21**, the NSV MAC had **\$1,950** in Ongoing Expenses (Sept 2020-June 2021) and allocated the following funding for projects:
 - Preparedness Ad Hoc: **\$4,500**—map your neighborhood materials; KP insert
 - Outreach Ad Hoc: **\$300**—Refreshments for Neighborfest volunteers



NSVMAC Expenses 21/22 Estimate

- Average Minute Taker Expense per meeting: **\$250** (\$100/hour)
- Average Minute Taker Expense per year: **\$3,000**
- Potential Additional Expense: Interpretation
 - Average Interpreting Expense per meeting: **\$250**
 - Average Interpreting Expense per year: **\$3,000**
- Remainder of Overall Funding allocation (estimate): **\$7,000**
- With Interpreting (estimate): **\$4,000**



First District MAC Funding Expenditure Request Form

The North Valley MAC is allocated **\$10,000** per Fiscal Year. This includes all ongoing expenses and any additional special projects or costs as identified by the MAC. Expenditures for special projects are subject to the approval of the MAC and the District Supervisor.

Please complete this form and provide to **Hannah Whitman** for approval by the District Supervisor. Attach any supporting documentation (estimate, cost

Due to the timing challenges for novel/project based requests, the last meeting funding requests should be brought forward for consideration in a fiscal year is the **April meeting**.

if any

Request Form and Partnering with Local Organizations

- Requests will be considered by the Supervisor on a case by case basis
- Because the MAC is not a fiscal entity, it may make sense to partner with an organization who can receive the funds
- Some expenditures may not need a partner
- Larger events may be approved using Tourism Impact Funds not currently allocated to the NSVMAC depending on availability of funding and community benefit

Chair Signature		Date	
Return to Hannah Whitman at hannah.whitman@sonoma-county.org Call or e-mail Hannah at 565-1778 with questions.			

Beyond the MAC's Funds: Community Investment Funds

- In addition to the Tourism Impact Funds, Supervisor Gorin also gets Community Investment Funds (CIF)
- CIF are a fixed amount each year, around \$70,000, that each board member receives
- Board members use these funds to support community organizations
- Organizations receiving CIF awards in 20/21 (partial list):
 - Art Escape
 - Teen Services Sonoma
 - Glen Ellen Forum-Bridge Lighting
 - Grove Street Fire Safe Council
 - Sonoma Ecology Center
 - La Luz
 - Sonoma Valley Visitors Bureau/Sonoma Valley Vintners and Growers



Beyond the MAC's Funds: Identifying, Supporting, and Partnering with other Community Organizations

- MAC Funds are not designed to be awarded to others, but to support the MAC, and community projects
- The MAC may support other projects/organizations by:
 - Writing a letter/expressing support for a new program or effort for a community within the MAC's jurisdiction
 - Encouraging an organization to apply for CIF or TIF funds
 - Writing a letter of support for an organization applying for CIF or TIF funds to be included in their application
- Remember that every action, even writing a letter, needs a vote of the MAC to approve



Ad Hocs and Letters of Support

ARTICLE VI - COMMITTEES AND SUBCOMMITTEES

Section 1. The North Sonoma Valley MAC may establish single-purpose committees or subcommittees, consisting solely of less than a quorum of MAC members on an as-needed basis by a quorum vote. All committees and subcommittees shall have a life of one year, with the possibility of extension by the MAC after review. The Scope of Work for a given committee or subcommittee shall also be approved by the MAC by a quorum vote. The committees and subcommittees can conduct research, meet with members of the community and develop recommendations to bring back to the MAC in an open and public meeting within one year. If the committees and subcommittees continue for a longer term, they will become standing committees and must comply with the open and public meeting requirements of the Brown Act.

• REMINDER: Ad Hocs last for 1 year

• Recent items:

• Example 1: Traffic and Safety Ad Hoc—Letter Request

• Example 2: Preparedness Ad Hoc—Resolution Request



Moving Forward

- Due to the timing challenges for novel/project based requests, the last meeting they should be brought forward for consideration is the **April meeting**.
- Propose working with the Outreach committee to draft a Logo/Letter of Support policy for MAC approval to fast track future non-funding request options
- Keep in mind that some potential large projects do not need to come out of the MAC's limited operating funds—Supervisor Gorin has CIF and TIF funds



Thank You!

Q&A

