
MENDOCINO COUNTY LODGING BUSINESS IMPROVEMENT DISTRICT (BID) ADVISORY BOARD DRAFT MINUTES



MARCH 16, 2026 @ 1:00 PM

The Mendocino County Lodging Business Improvement District (BID) Advisory Board meetings will be conducted **in person at 860 N. Bush Street, Ukiah and the Harbor Lite Lodge Conference Room located at 120 N. Harbor Dr., Ft. Bragg.** Meetings are live streamed and available for viewing on the Mendocino County YouTube page, at <https://www.youtube.com/MendocinoCountyVideo>

The public may participate digitally in meetings by sending comments to pbscommissions@mendocinocounty.gov or orally via telecomment. The telecomment form may be found at: <https://www.mendocinocounty.gov/departments/planning-building-services/boards-and-commissions/public-hearing-bodies/public-hearing-bodies>. All public comment will be made available to the Board, staff, and the general public after processing by staff, and can be viewed as attachments to this meeting agenda at <https://www.mendocinocounty.gov/departments/planning-building-services/boards-and-commissions/public-hearing-bodies/public-hearing-bodies>, or scan the QR code.

- 1) **CALL TO ORDER** – The meeting was called to order at 1:01 PM by the Chair.
- 2) **ROLL CALL**- Roll call was conducted by the Clerk. All Board members were present.
- 3) **PLANNING AND BUILDING SERVICES**

3A.) APPROVAL OF DRAFT MINUTES FROM FEBRUARY 11, 2026

Upon motion by Board Member Ishwar, seconded by Board Member Glidewell, the February 11, 2026, minutes were approved by a voice vote of (4-0).

4) **MENDOCINO COUNTY LODGING BUSINESS IMPROVEMENT DISTRICT BID ANNUAL REPORT**

4A.) DISCUSSION OF THE BID ANNUAL REPORT FOR FY 26/27

Chair Dym discussed the update to the BID Annual Report. She noted the ongoing petition process related to the BID conversion to the 5 year annual plan and noted that it had not been completed, thus the Board would be completing the Annual Report. She also commented that Visit Mendocino County had appointed an Interim Executive Director, Scott Schneider, who would be working to update the organization.

Scott Schneider introduced himself and discussed marketing plan updates as well as potential changes to the BID Ordinance in County Code, the County Contract with Mendocino County Tourism Commission for the update of the BID Annual Report and desire for a third party collection service for the BID tax with increased reporting capabilities, online payment services and a reduced administrative fee to the County.

The Board and Mr. Schneider continued to discuss potential changes to the Annual Report and pending process for Board of Supervisor approval. There was a discussion of forming a subcommittee to review changes, however the Board decided to individually email Mr. Schneider comments to prepare a draft report for the April 15th meeting.

- 5) **COMMUNICATIONS RECEIVED AND FILED - NONE.**
- 6) **MATTERS FROM THE PUBLIC - NONE.**
- 7) **MATTERS FROM THE ADVISORY BOARD** – The Board selected an additional future meeting date of April 29, 2026 to complete the Annual Report with potential Board of Supervisors Meeting dates towards the end of May and June.
- 8) **ADJOURNMENT** - Upon motion by Board Member Ishwar, seconded by Board Member Magdaleno, the BID Board Meeting adjourned at 1:58 PM.