



MEMORANDUM

TO: City Council

FROM: Jessica Matson, Director of Legislative & Information Services/
City Clerk

BY: Julie Hawkins, Deputy City Clerk/Communications Coordinator

SUBJECT: Appointments to Tourism Business Improvement District Advisory Board and Architectural Review Committee

DATE: February 11, 2025

RECOMMENDATION:

- 1) Adopt a Resolution appointing Tricia Kesselring to the Tourism Business Improvement District (TBID) Advisory Board and Mike Harris to the Architectural Review Committee (ARC); and
- 2) Determine that approving the appointments to the Tourism Business Improvement District Advisory Board and the Architectural Review Committee is not a project subject to the California Environmental Quality Act ("CEQA") because it has no potential to result in either a direct, or reasonably foreseeable indirect, physical change in the environment. (State CEQA Guidelines, Cal. Code Regs., tit. 14, §§ 15060, subd. (c)(2)-(3), 15378.).

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There is no fiscal impact and minimal staff impact associated with preparing the staff report for this action.

BACKGROUND:

City Council policy sets forth appointment procedures for the City's Commissions, Boards and Committees. Section 5.2 of the [City Council Handbook](#)¹ states that "the Mayor and each member of the Council shall appoint one representative to each respective Commission/Board/Committee..., subject to approval by a majority of the Council."

Two scheduled vacancies remain on the TBID and one on the ARC as a result of term expirations, January 31, 2025. Additionally, an unscheduled vacancy occurred on the TBID as result of the appointment of a Board Member to another Advisory Body. Following

¹ <https://www.arroyogrande.org/DocumentCenter/View/4921/City-Council-Handbook-PDF>

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City Council's initial appointments to Advisory Bodies at their [January 28, 2025](#)² regular meeting, two vacancies on the TBID and one on the ARC remain.

ANALYSIS OF ISSUES:

The TBID Advisory Board is responsible for advising the City Council on the administration and use of assessment funds. The Board recommends projects to promote tourism that directly benefit the City's lodging industry. There are currently two vacancies with term expiration dates of January 31, 2029.

The ARC advises the Planning Commission and the City Council on matters of an aesthetic nature and the structural analysis of buildings within the city. There is currently one vacancy with a term expiration of January 31, 2029.

Tricia Kesselring has applied for the TBID Board and is recommended for appointment by Council Member Loe. Mike Harris has applied for the ARC and is also recommended for appointment by Council Member Loe. If the City Council approves these appointments, one vacancy will remain on the TBID Board, and the ARC will have no remaining vacancies.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

1. Adopt a Resolution approving the appointments of Tricia Kesselring to the Tourism Business Improvement District Advisory Board and Mike Harris to the Architectural Review Committee;
2. Do not approve the recommended appointments; or
3. Provide other direction to staff.

ADVANTAGES:

Approving the recommended appointments will fill one of the two vacancies on the TBID Advisory Board and will fill the vacancy on the ARC.

DISADVANTAGES:

No disadvantages have been identified.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item. Adopting the Resolution is not a project subject to the California Environmental Quality Act ("CEQA") because it has no potential to result in either a direct, or reasonably foreseeable indirect, physical change in the environment. (State CEQA Guidelines, Cal. Code Regs., tit. 14, §§ 15060, subd. (c)(2)-(3), 15378.).

² <https://pub-arroyogrande.escribemeetings.com/filestream.ashx?DocumentId=13476>

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PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Proposed Resolution
2. Application – Tricia Kesselring
3. Application – Mike Harris