



Monterey County Board of Supervisors

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Board Order

A motion was made by Supervisor Mary L. Adams, seconded by Supervisor John M. Phillips to:

Visitors Bureau	Agreement No.: A-15599
Arts Council	Agreement No.: A-15600
Monterey County Film Commission	Agreement No.: A-15601
Monterey County Business Council	Agreement No.: A-15602

- a. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to execute an Agreement for FY 2021-22 Development Set-Aside Agencies Standard Agreement for the Monterey County Convention, and Visitors Bureau to develop and implement marketing programs that promote Monterey County as a travel and leisure destination, for the period of one (1) year, for the term retroactive to July 1, 2021 through June 30, 2022, in the amount not to exceed \$1,716,473; and authorize the Assistant County Administrative Officer, Economic Development Manager, or his/her designee to notify the MCCVB of up to two (2) one (1) year extensions of this agreement, to be effective upon Board approval of funding, until June 30, 2024; and
- b. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to execute an Agreement for FY 2021-22 Development Set-Aside Agencies Standard Agreement for the Arts Council for Monterey County to develop and implement cultural arts programs for Monterey County residents and visitors, for the period of one (1) year, for the term retroactive to July 1, 2021 through June 30, 2022, in the amount not to exceed \$566,436; and authorize the Assistant County Administrative Officer, Economic Development Manager, or his/her designee to notify the ACMC of up to two (2) one (1) year extensions of this agreement, to be effective upon Board approval of funding, until June 30, 2024; and
- c. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to execute an Agreement for FY 2021-22 Development Set-Aside Agencies Standard Agreement for Monterey County Film Commission to develop and implement programs that promote Monterey County as a film destination and generate increased business, revenue and jobs throughout Monterey County, for the period of one (1) year, for the term retroactive to July 1, 2021 through June 30, 2022, in the amount not to exceed \$271,775; and authorize the Assistant County Administrative Officer, Economic Development Manager, or his/her designee to notify the MCFC of up to two (2) one (1) year extensions of this agreement, to be effective upon Board approval of funding, until June 30, 2024; and
- d. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to execute an Agreement for FY 2021-22 Development Set-Aside Agencies Standard Agreement for Monterey County Business Council to perform all tasks necessary to create and/or retain at least 100 jobs in Monterey County, for the period of one (1) year, for the term retroactive to July 1, 2021 through June 30, 2022, in the amount not to exceed \$100,000; and authorize the Assistant County Administrative

Officer, Economic Development Manager, or his/her designee to notify the MCBC of up to two (2) one (1) year extensions of this agreement, to be effective upon Board approval of funding, until June 30, 2024.

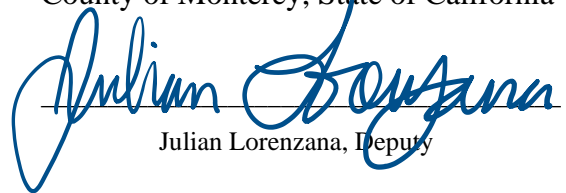
PASSED AND ADOPTED on this 16th day of November 2021, by roll call vote:

AYES: Supervisors Alejo, Phillips, Lopez, Askew and Adams
NOES: None
ABSENT: None
(Government Code 54953)

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 82 for the meeting November 16, 2021.

Dated: November 22, 2021
File ID: 21-909
Agenda Item No.: 39

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California


Julian Lorenzana, Deputy