

Board Referral 2022.19

Follow up Response

Richard Vaughn
Economic Development Manager



Referral Summary & Project Description

- ◆ Referral 2022.19 was submitted by Supervisor Lopez.
- ◆ The referral seeks to determine the possibility of the County of Monterey joining various Chambers of Commerce.
- ◆ This program could include five (5) voluntary members from County staff selected by the County Administrative Officer or designee.
- ◆ Interested chambers would need to provide proof of non-profit status and any other documentation necessary.
- ◆ In conjunction with County Counsel a restriction on lobbying and public funds form has been drafted to accompany chamber membership.
- ◆ Only one chamber of commerce can satisfy the request to offer discounts to all County staff.
- ◆ **Budget Augmentation request for \$20K for ten (10) Chamber of Commerce Memberships.**

Membership Benefits

- ◆ Five (5) tickets to one signature event
- ◆ Reserved seat on advisory board(s)/committee(s)
- ◆ County logo visible on chamber website
- ◆ Recognition in each Journal issue
- ◆ Article on a county department/office or leader in publication of choice
- ◆ Opportunities to speak to Chamber Board & Staff
- ◆ Highlighted business listing on website
- ◆ Access to no and low-cost marketing
- ◆ Business listing and in member directory on website



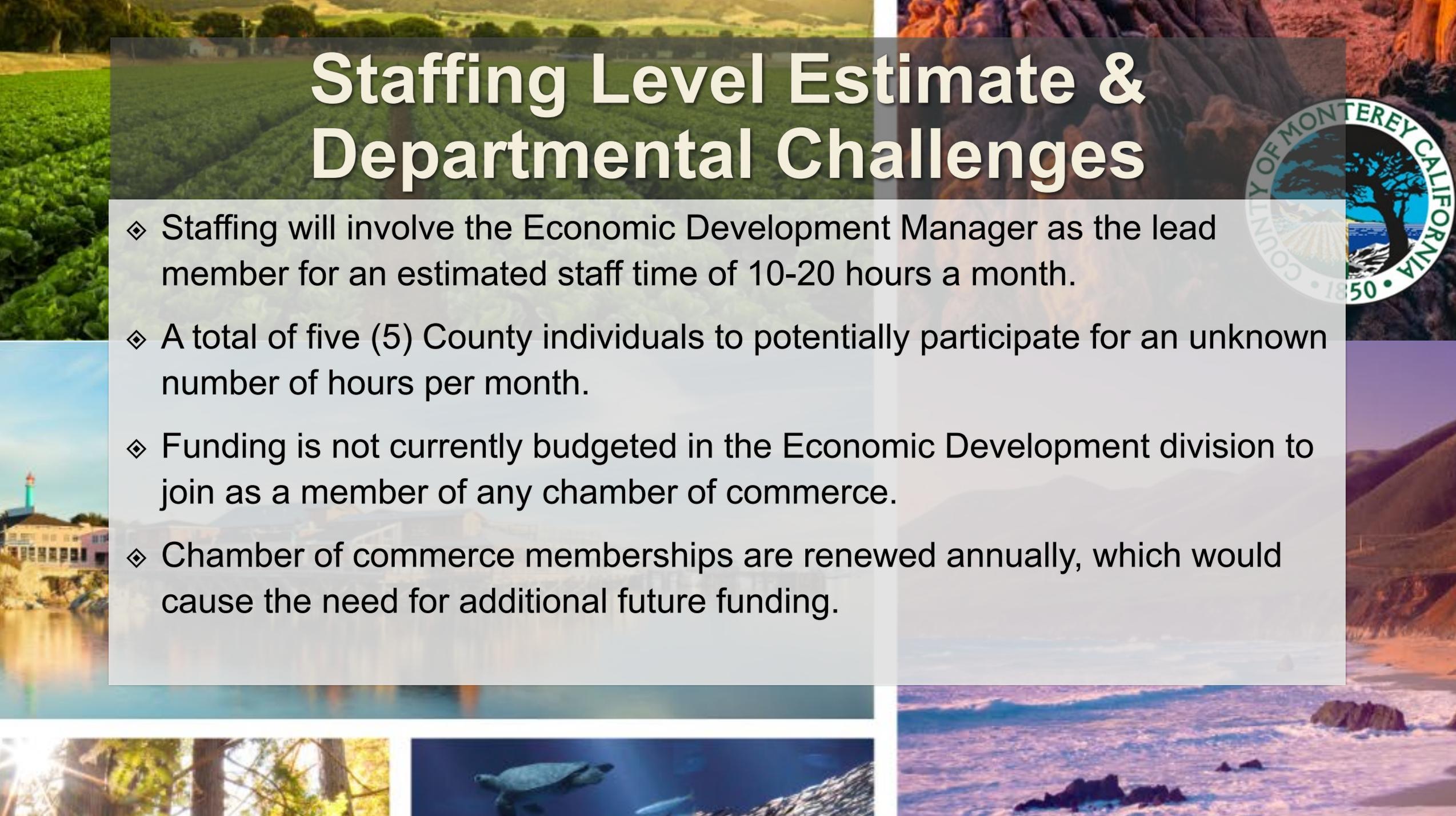
Restriction on Lobbying and Public Funds

- ◆ Prior to any payment being remitted each chamber must sign the restriction form.
- ◆ The County would join as a non-voting member of each chamber.
- ◆ Terms and Conditions:
 - ◆ The Chamber shall not use the County's contributions on any lobbying or political campaign activity, as defined by state and federal law and interpreted by the County.
 - ◆ The Chamber shall segregate and separately track the use of the County of Monterey's contributions.
 - ◆ At the conclusion of each year, the Chamber shall report its use of County contributions to the County.
- ◆ Violation and Refund Clause (3 scenarios):
 - ◆ The County will notify the Chamber of the violation and funds must be recouped to be utilized for an appropriate use.
 - ◆ If the parties are unable to correct the violation the Chamber must return funds in full.
 - ◆ The Chamber at fault of violation, under direction of the County, issue a statement to the public of the Chamber's violation, actions taken to correct the violation, and how the chamber will avoid future violations.

Staffing Level Estimate & Departmental Challenges



- ◆ Staffing will involve the Economic Development Manager as the lead member for an estimated staff time of 10-20 hours a month.
- ◆ A total of five (5) County individuals to potentially participate for an unknown number of hours per month.
- ◆ Funding is not currently budgeted in the Economic Development division to join as a member of any chamber of commerce.
- ◆ Chamber of commerce memberships are renewed annually, which would cause the need for additional future funding.



Questions?

- ◆ Budget augmentation request of \$20,000 for the Chamber of Commerce Program
- ◆ Provide direction to staff

