




GREGORY GILLOTT  
County Counsel

JENNIFER MAGEE, DEPUTY  
GRACE PAK, DEPUTY  
ANGELA CREACH, PARALEGAL  
JULIE BROWN, LEGAL SECRETARY

## MEMORANDUM

TO: Board of Supervisors  
FROM: Greg Gillott   
County Counsel  
DATE: January 19, 2018  
RE: Tourism Marketing District – January 23, 2018 Continued Public Hearing

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The public hearing for proposed Tourism Marketing District (“TMD”) matter was continued from December 19, 2017.

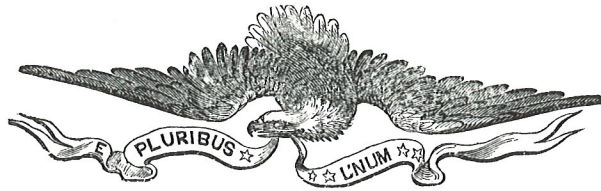
As part of its consideration of the proposed TMD, the Board of Supervisors must first determine whether written protests against the creation of the district have been received from businesses that will pay 50 percent or more of the proposed assessment. (Streets and Highways Code section 36623, subsection b). That section further provides that in the event the protests received exceed that 50 percent threshold (and those protests are not withdrawn prior to the conclusion of the public hearing) no further proceedings to levy the assessment against the businesses shall be conducted by the Board of Supervisors for a year from the date of the finding of a majority protest.

The County has received letters signed by various business owners within the proposed TMD. The letters raise various issues, but generally are against the creation of the proposed TMD. (The letter dated December 15, 2017 is included with this memo for reference.) Since there is no required form or content for a formal protest, staff considers the opposition letters to constitute formal protests and has included all the businesses that have signed an opposition letter as lodging official protests. The County has also received one additional protest, which is also included here for reference.

The businesses deemed to having submitted formal protests to the creation of the TMD include the following:

Holiday Inn Express; Linda Vista Motel; Jackson Lodge; Shenandoah Inn; 49er RV Park; Old Well Motel; Days Inn; Pioneer Inn & Suites; St. George Hotel; Kit Carson Lodge; Country Squire Motel; Ione Hotel; Best Western Amador Inn; National Hotel; and the Sutter Creek Inn.

The current total percentage of the proposed assessment that would be paid by these protesting businesses amounts to 69.80 percent. As such and unless protests are withdrawn, staff recommends that the Board find that a majority protest has been received regarding the TMD, and that it refrains from taking any further action in support of the creation of the TMD for at least one year from the date of the hearing as required by Section 36623(b).



## Sutter Creek Inn

75 Main Street, Sutter Creek, California, 95685

Dec. 12, 2017

Office of the Clerk of the Board

County of Amador  
816 Court St  
Jackson, Ca. 95642

Dear Amador County Board of Supervisors,  
The Sutter Creek Inn has changed  
it's mind and now does not support  
the formation of the proposed  
establishment of the Amador County  
Tourism Marketing District and Levy of  
Assessments.

Sincerely

David G. Way

owner

business: 267-5606

in person: 217-4607

December 14, 2017

TO: Honorable Board of Supervisors, Amador County, California

FROM: Concerned Lodging Owners of Amador County

**Subject:** Amador County Tourism Marketing District and Levying of an Assessment on Certain Lodging Business within the District (District)

**Honorable Amador County Supervisors,**

The lodging owners opposing the district were taken aback to see the item on the board of supervisor meeting agenda for November 14, 2017. It was premature and without the lodging owners' consensus. The majority of the lodging owners feel that this assessment is unnecessary and is for a personal gain at their expense. If the creation of this district would improve any lodging business, the lodging owners would be leading from the front and pushing for the creation of the district. But that is not the case.

Historically, in Amador County, the weekend and special event business sells by itself without any assistance from the Amador County Tourism office (ACT). The ACT has neglected to see that and trying to continue old marketing strategies which have failed to make any real significant changes that targets potential travelers towards Amador County during the week. Lodging owners feel that the ACT needs to explore other possible ways to fund them without hastily penalizing exclusively to lodging guests, instead of the whole hospitality cliental (restaurants, wineries, bars, etc.)

The ACT lacks a basic understanding of the lodging industry. A prudent lodging owner strongly opposes the formation of the named district (TMD) in our county because the demographics, geography, and local economy do not support it.

Several owners of smaller properties had no information that there was a big push for this district formation. There has not been an inclusive campaign by proponents of the district to enlist the support of lodging owners at large, but rather a goal to gain a simple majority to push this ordinance through. Some supporters do not have a stake in the lodging business in the county, but rather a personal association with ACT members.

Those of us in opposition of the assessment are questioning the list of businesses supporting the assessment to the Board. The staff needs to ensure and do their due diligence that only the lodging owner's votes are counted when verifying the 51%-49% vote tally. We suspect that the list of businesses provided to the Board was put together without the consent of the lodging owners. At least six properties were on the "supporting" list that we know of that are in opposition of the assessment. The supporting votes must be bonafide & verifiable, legitimate and validated for each and all properties by the county staff before it can be brought to vote.

Due to lack of verification of bona fide supporting votes, this issue should have never been on the November 14, 2017 meeting agenda.

The district raises many issues, for example:


1. We only learned in the public hearing meeting on November 14, 2017 that the City of Jackson's assessment would be at 1% and 2% for all other cities and unincorporated areas. Why are there different rates? Does that mean the City of Jackson should only get half of the benefit and the other areas should get doubled benefit? This is puzzling and confusing. How will those percentages be accounted for, allocated, and distributed?
2. This issue was prematurely presented to the Board for public hearing and vote. It is being rushed through when some lodging businesses in the county are closed for the season. The timing of this issue to be brought before the board is questionable. This is very disingenuous of proponents of the district.
3. Lodging owners would have incremental costs to comply with this district of an additional 5% to 10% in administrative cost.

We request the Board of Supervisors to defer the vote on forming this district until such time when there is verifiable, bonafide and legitimate consensus among the lodging owners throughout the county. Therefore, this item should be removed from the agenda for December 19, 2017 board meeting.

We the undersigned owners state that by signing this letter, all prior signatures are hereby null and void.

Thank you for your attention to this matter.

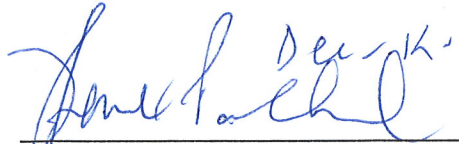
Sincerely,



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Atul Patel  
Holiday Inn Express, Jackson

12/12/2017

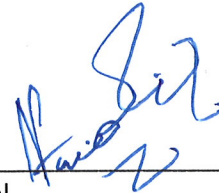
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Date



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Hemant Panchal  
Jackson Lodge, Jackson

Dec 12, 17

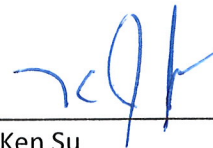
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Date



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Atul Patel  
Linda Vista Motel, Jackson

12/12/2017

\_\_\_\_\_  
Date



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Ken Su  
Shenandoah Inn, Plymouth

13, DEC 2017

\_\_\_\_\_  
Date

See Attached

Lisa Harold  
49er RV Park, Plymouth

Dec 4, 2017

Date

Mary Lou Kaffer

MaryLou Kaffer  
Old Well Motel, Drytown

12-13-17

Date

See Attached

Matt Ghani  
Ione Hotel, Ione

Date

SRE Attached

Onkar Mahay  
Days Inn, Sutter Creek

12-8-17

Date

See Attached

Ron Pitamber  
Best Western, Jackson

12-13-17

Date

See Attached

Rick Lahkar  
Pioneer Inn & Suites, Pioneer

Date

SRE Attached

Sharon Lundgren  
St. George Hotel, Volcano

Date

See Attached

Stan Lukowicz  
The National Hotel, Jackson

Date

See Attached

Karen Riddle  
Kit Carson Lodge

Dec 14, 2017

Date

Teresa H. Ferrucci

Teresa Fuicci *D. FERRUCCI*  
Country Squire Motel

12-12-17

Date

different rates? Does that mean the City of Jackson should only get half of the benefit and the other areas should get doubled benefit? This is puzzling and confusing. How will those percentages be accounted for, allocated, and distributed?

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Holiday Inn Express, Jackson

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Atul Patel  
Linda Vista Motel, Jackson

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Hemant Panchal  
Jackson Lodge, Jackson

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Ken Su  
Shenandoah Inn, Plymouth



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Lisa Harold  
49er RV Park, Plymouth

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MaryLou Kaffer  
Old Well Motel, Drytown

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Matt Ghani  
lone Hotel, lone

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Onkar Mahay  
Days Inn, Sutter Creek

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Lisa Harold  
49er RV Park, Plymouth

\_\_\_\_\_  
Date

*Salvador Giron*

\_\_\_\_\_  
Matt Ghani  
lone Hotel, lone

\_\_\_\_\_  
12/12/2017  
Date

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Ron Pitamber  
Best Western, Jackson

\_\_\_\_\_  
Date

\_\_\_\_\_  
Sharon Lundgren  
St. George Hotel, Volcano

\_\_\_\_\_  
Date

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Karen Riddle  
Kit Carson Lodge

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Date

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MaryLou Kaffer  
Old Well Motel, Drytown

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Date

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Onkar Mahay  
Days Inn, Sutter Creek

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Date

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Rick Lahkar  
Pioneer Inn & Suites, Pioneer

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Date

\_\_\_\_\_  
Stan Lukowicz  
The National Hotel, Jackson

\_\_\_\_\_  
Date

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Teresa Fuicci  
Country Squire Motel

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Date

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Lisa Harold  
49er RV Park, Plymouth

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Date

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Matt Ghani  
lone Hotel, lone

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Date

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*Ramesh Pitamber*  
Ron Pitamber  
Best Western, Jackson

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Date

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Sharon Lundgren  
St. George Hotel, Volcano

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Date

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Karen Riddle  
Kit Carson Lodge

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Date

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MaryLou Kaffer  
Old Well Motel, Drytown

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Date

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Onkar Mahay  
Days Inn, Sutter Creek

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Date

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Rick Lahkar  
Pioneer Inn & Suites, Pioneer

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Date

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Stan Lukowicz  
The National Hotel, Jackson

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Teresa Fuicci  
Country Squire Motel

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49er RV Park, Plymouth

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Matt Ghani  
lone Hotel, lone

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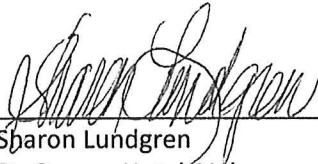
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Ron Pitamber  
Best Western, Jackson

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Date

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Sharon Lundgren  
St. George Hotel, Volcano

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*December 13, 2017*  
Date

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Karen Riddle  
Kit Carson Lodge

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Date

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MaryLou Kaffer  
Old Well Motel, Drytown

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Onkar Mahay  
Days Inn, Sutter Creek

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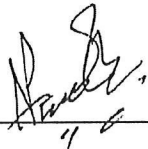
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Sincerely,

  
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Holiday Inn Express, Jackson

  
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Linda Vista Motel, Jackson


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Jackson Lodge, Jackson

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Ken Su  
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Lisa Harold  
49er RV Park, Plymouth

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MaryLou Kaffer  
Old Well Motel, Drytown

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Matt Ghani  
Ione Hotel, Ione

  
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Onkar Mahay  
Days Inn, Sutter Creek

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Lisa Harold  
49er RV Park, Plymouth

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Date

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Matt Ghani  
Ione Hotel, Ione

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Date

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Ron Pitamber  
Best Western, Jackson

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Sharon Lundgren  
St. George Hotel, Volcano

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MaryLou Kaffer  
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Date

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Onkar Mahay  
Days Inn, Sutter Creek

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Date

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Rick Lahkar  
Pioneer Inn & Suites, Pioneer

12-12-2017  
Date

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Stan Lukowicz  
The National Hotel, Jackson

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Date

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Teresa Fuicci  
Country Squire Motel

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Date

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Kevin Higley  
49er RV Park, Plymouth

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Date

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Matt Ghani  
lone Hotel, lone

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Ron Pitamber  
Best Western, Jackson

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Sharon Lundgren  
St. George Hotel, Volcano

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Karen Riddle  
Kit Carson Lodge

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Old Well Motel, Drytown

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Days Inn, Sutter Creek

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Rick Lahkar  
Pioneer Inn & Suites, Pioneer

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Date

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Stan Lukowicz  
The National Hotel, Jackson

12-7-2017

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Date

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Teresa Fuicci  
Country Squire Motel

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Best Western, Jackson

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Karen Riddle  
Kit Carson Lodge, Pioneer

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Rick Lahkar  
Pioneer Inn & Suites, Pioneer

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Stan Lukowicz  
The National Hotel, Jackson

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Teresa Fuicci  
Country Squire Motel, Jackson

Protest:

69.80%

Protest

HOTEL NAME	CITY	Support (Y)	Assessment Percentage
49er Tra er V age	PLYMOUTH	y	
Amador Harvest Inn	COUNTY		0.000%
Av o V neyards	COUNTY		0.000%
Bear R ver Resort	COUNTY		0.000%
Best Western Amador Inn	JACKSON	Y	
Camanche Recreat on	COUNTY		0.000%
Casa De La Pradera	COUNTY		0.000%
Chan, B & M che e	COUNTY		0.000%
Country Squ re Mote	JACKSON	y	
Cozy Cab n	COUNTY		0.000%
Cozy Cab n In the Mounta ns	COUNTY		0.000%
Davancy Chateau & Carr age House	COUNTY		0.000%
Days Inn	SUTTER CREEK	y	
D Mercur o, Thomas	COUNTY		0.000%
D rksen, Trevor & N co e	COUNTY		0.000%
Dog & Pony Ranch (Cynd Harre )	COUNTY		0.000%
E Campo Casa	COUNTY		0.000%
Eno a s Cottage	SUTTER CREEK		0.000%
Eureka Street Inn	SUTTER CREEK		0.000%
Fe st W nes V ntner s Inn	SUTTER CREEK		
Fourn er	SUTTER CREEK		0.000%
Foxes	SUTTER CREEK		0.000%
Go d Country Campground	COUNTY		0.000%
Grey Gab es	SUTTER CREEK		0.000%
Gr bbe Vacat on Renta	COUNTY		0.000%
H crest Cab n (Jason & Car ssa More)	COUNTY		0.000%
Hoffman, Howard	COUNTY		0.000%
Ho day Inn Express Hote s (Atu )	JACKSON	Y	
Hoover Enterpr ses	COUNTY		0.000%
Horvath Jon (A p ne County Renta )	COUNTY		0.000%
Hote Sutter	SUTTER CREEK		0.000%
Imper a Hote	AMADOR CITY		0.000%
Indr o, Francesco & Rebecca	COUNTY		0.000%
Inn Beh nd the Wa	COUNTY		0.000%
Ione Hote	IONE	Y	
Iron Mounta n House	COUNTY		0.000%
Jackson Lodge	JACKSON	Y	
Jones, Ha & Sh r ey	COUNTY		0.000%
Katosh, Pau M	COUNTY		0.000%
K t Carson Lodge	COUNTY	y	
L nda V sta Mote	COUNTY	y	
Messersm th, R chard & Karo	COUNTY		0.000%
Moore Fam y Cab n	COUNTY		0.000%
Mottoros Creeks S de	SUTTER CREEK		0.000%
Nat ona Hote	JACKSON	Y	
N ne Gab es W nery & B & B	COUNTY		0.000%
Norton V neyard	COUNTY		0.000%
O d Hote	SUTTER CREEK		0.000%
O d We Mote	COUNTY	y	
Pa sades Lot 29	COUNTY		0.000%
Pa sades Lot 30	COUNTY		0.000%
P nott	PLYMOUTH		0.000%
PIONEER INN & SUITES (P oneer Resort)	COUNTY	y	
P ymouth House Inn	PLYMOUTH		0.000%

Pyramid Peak Properties	COUNTY		0.000%	
Rancho C cada Retreat	COUNTY		0.000%	
Rest *Estimated	PLYMOUTH		0.000%	
Roaring Camp M n ng Co	COUNTY		0.000%	
Sacherman, J m	COUNTY		0.000%	
Sean Kr et ch				
Shenandoah Inn	PLYMOUTH	y		
S ver Lake Stockton Family Camp	COUNTY		0.000%	
St George Hote	COUNTY	y		
Str eff, Larry	COUNTY		0.000%	
Su te Lorra ne	PLYMOUTH		0.000%	
Sutter Creek Cottage	SUTTER CREEK		0.000%	
Sutter Creek Inn	SUTTER CREEK	Y		
The Hanford House	SUTTER CREEK		0.000%	
Vocano Union Inn	COUNTY		0.000%	
Vocano Vacation Renta	COUNTY		0.000%	
Waters, Ashley	COUNTY		0.000%	
West Pine (closed)	COUNTY		0.000%	
Z sman Vac Renta	SUTTER CREEK		0.000%	
			<b>69.797%</b>	<b>Tota Budget</b>
				<b>\$</b>