

ORDINANCE NO. 3648 C.S.

AN ORDINANCE OF THE COUNCIL OF THE CITY OF MONTEREY

AMENDING MONTEREY CITY CODE SECTION 28-14(d) TO ADD SERVICES PERFORMED BY THE STATE RECOGNIZED DESTINATION MARKETING ORGANIZATION FOR THE MONTEREY REGION AS A SOLE SOURCE EXCEPTION TO COMPETITIVE PROCUREMENT REQUIREMENTS.

THE COUNCIL OF THE CITY OF MONTEREY DOES ORDAIN, as follows:

SECTION 1:

WHEREAS, City purchasing rules are set forth in Chapter 28 of the City Code, with the goal of establishing efficient procedures for the purchase of equipment, supplies, materials, and services for the City at the lowest possible cost commensurate with quality needed, exercising positive financial control over purchases, and clearly defining authority for the purchasing function;

WHEREAS, Monterey City Code (MCC) section 28-14 sets forth the categories of purchases that are exempt from competitive procurement requirements. These include purchases through cooperative procurement contracts previously negotiated by another governmental agency or cooperative purchasing agency, emergency procurements, and sole source procurements;

WHEREAS, the California Office of Tourism manages the Statewide Tourism Assessment Program and collects the funds for Visit California's global marketing efforts. Visit California is the nonprofit tourism marketing board for the State of California and works with the destination marketing organizations (DMO) for the various regions in the State to run cooperative marketing campaigns and public relations initiatives;

WHEREAS, Visit California recognizes the Monterey County Destination Marketing Organization, doing business as the Monterey County Convention & Visitors Bureau (MCCVB) as the DMO for Monterey County and the jurisdictions within it;

WHEREAS, the City of Monterey contracts with the MCCVB to provide destination marketing for leisure travel as well as group sales services related to the Monterey Conference Center and being able to directly contract with the recognized DMO for this region under MCC section 28-14's sole source contract provisions will increase efficiency and allow staff greater time to focus on further promoting business and leisure travel to Monterey; and

WHEREAS, the City of Monterey determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CCR, Title 14, Chapter 3 ("CEQA Guidelines") Article 20, Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a

significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action has no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or any reasonably foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

NOW THEREFORE, the Monterey City Council declares as follows:

SECTION 2: Monterey City Code, Chapter 28, Section 14(d)(7) is hereby added to read as follows:

“7. By the destination marketing organization (DMO) for the Monterey County region that is recognized by the tourism marketing board for the State of California.”

SECTION 3: All ordinances and parts of ordinances in conflict herewith are hereby repealed.


SECTION 4: This ordinance shall be in full force and effect thirty (30) days from and after its final passage and adoption.


PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 15th day of March, 2022, by the following vote:

AYES:	5	COUNCILMEMBERS:	Allen, Haffa, Smith, Williamson, Roberson
NOES:	0	COUNCILMEMBERS:	None
ABSENT:	0	COUNCILMEMBERS:	None
ABSTAIN:	0	COUNCILMEMBERS:	None

APPROVED:

ATTEST:

DocuSigned by:

 Clyde Roberson
 Mayor of said City

DocuSigned by:

 City Clerk thereof