

CITY OF SUNNYVALE
City Council Study Session Summary
Discussion Regarding Possible Transient Occupancy Tax Ballot
Measure
April 30, 2013

The City Council met in study session at City Hall in the West Conference Room, Sunnyvale, California on April 30, 2013 at 6:00 p.m., with Vice-Mayor Jim Griffith presiding.

City Councilmembers Present:

Mayor Anthony “Tony” Spitaleri
Vice Mayor Jim Griffith
Councilmember Chris Moylan
Councilmember Patrick Meyering
Councilmember Tara Martin-Milius
Councilmember Jim Davis

City Councilmembers Absent:

Councilmember David Whittum

City Staff Present:

Gary Luebbers, City Manager
Robert Walker, Assistant City Manager
Joan Borger, City Attorney
Grace Leung, Director of Finance
Connie Verceles, Economic Development Manager
Brice McQueen, Senior Management Analysis

Visitors/Guests Present:

Don Eagleston, President/CEO Sunnyvale Chamber of Commerce

Call to Order: 6:00 P.M.

Study Session Summary:

1. Director Grace Leung provided a PowerPoint presentation on the subject, including a brief background, analysis, fiscal impact, next steps to consider and answered questions.
2. City Manager Gary Luebbers provided information on Economic Development outreach efforts with hotel/motel industry representatives coordinated through the Sunnyvale Chamber of Commerce.

3. President/CEO of the Sunnyvale Chamber of Commerce Don Eagleston presented findings from a roundtable meeting with industry representatives and answered questions.

Council and Chamber of Commerce Comments:

Numerous comments were made by Councilmembers, City Staff and the Chamber of Commerce on the merits of raising the rate of the Transient Occupancy Tax, developing a hotel business improvement district and the impacts associated with increased demand on the City's infrastructure and services used by visitors.

MOTION: Mayor Spitaleri moved to direct staff to prepare a Report to Council for a ballot measure to consider an increase in the Transit Occupancy Tax rate to 12% with a return of 1.5% to the hotel/motel owners. Motion died for the lack of a second.

MOTION: Councilmember Martin-Milius moved and Vice Mayor Griffith seconded to direct staff to prepare a Report to Council for a ballot measure to consider an increase in the Transit Occupancy Tax rate to 10.5%.

VOTE: 2 - 4 (Mayor Spitaleri and Councilmembers Moylan, Meyering and Davis dissented)
Motion failed.

Adjournment: 6:53 P.M.

Respectfully submitted,
Brice McQueen, Senior Management Analysis