



Item No. 11c

# AGENDA ITEM MEMORADUM

**Administration**

**Pat Himelberger, Assistant to the TM**

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> June 19, 2012	June 16
<input type="checkbox"/> June 26, 2012	June 22
<input checked="" type="checkbox"/> July 24, 2012	July 13

**\*Subject to Change**

- Presentation     Reports     Consent     Ordinance  
 Resolution     Quasi-Judicial     Old Business     New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC**

**SUBJECT TITLE: Hotel Improvement Program Proposed Revision**

**EXPLANATION:** At the June 26<sup>th</sup> meeting, the Commission approved the Hotel Improvement Program which provides matching grants up to a maximum of \$25,000 to hotels with 50 rooms or less to make exterior improvements visible from the street.

Subsequently we were asked by a hotelier whether the program included improvements that were visible from the beach, but not from the street. Since our goal was to improve the aesthetics of the Town and exterior improvement projects visible to the public on the beach achieve that goal, staff feels it makes sense to modify the guidelines to include exterior improvements visible from the beach in addition to those projects visible from the street.

**RECOMMENDATION:** That the Commission approve revising the Hotel Improvement Program to include in the eligibility criteria exterior improvement projects visible from the beach.

Reviewed by Town Attorney

Yes     No

Town Manager Initials