

RESOLUTION NO. 2095.2

RESOLUTION CALLING A MUNICIPAL ELECTION FOR NOVEMBER 3, 2026, REQUESTING THAT THE COUNTY CONSOLIDATE THE MUNICIPAL ELECTION WITH THE GENERAL ELECTION ON NOVEMBER 3, 2026, AND SUBMITTING THE QUALIFIED ELECTORS OF THE CITY OF SCOTTS VALLEY AT THE NOVEMBER 3, 2026, CONSOLIDATED GENERAL ELECTION A LOCAL BALLOT MEASURE REGARDING AN INCREASE IN THE CITY'S TRANSIENT OCCUPANCY TAX

WHEREAS, the City Council has approved Resolution No. 2095 and Resolution No. 2095.1 ordering an election, requesting county elections to conduct the election, and requesting consolidation of the General Municipal Election in the City of Scotts Valley on Tuesday, November 3, 2026; and

WHEREAS, the Election is a regularly scheduled general election for members of the City Council; and

WHEREAS, the City imposes a transient occupancy tax upon hotels conducting business in the City; and

WHEREAS, the transient occupancy tax is imposed to raise revenue and not for regulation and constitutes a general tax; and

WHEREAS, the ordinance attached hereto as Attachment A and incorporated herein by reference (the "Ordinance") would update the existing ordinance to increase the transient occupancy tax rate from 11% to 13%; and

WHEREAS, Elections Code Section 9222 authorizes the City council to submit an ordinance directly to the voters; and

WHEREAS, a statewide general election is scheduled for November 3, 2026, and the City Council wishes to call a municipal election for the City to be held on November 3, 2026, and to request the County of Santa Cruz to consolidate the municipal election with the statewide general election and conduct the election to include a ballot measure to increase the City's Transient Occupancy Tax.

NOW, THEREFORE IT IS HEREBY RESOLVED AND ORDERED by the City Council of the City of Scotts Valley, as follows:

Section 1. Findings. The City Council finds and determines that each of the findings set forth above are true and correct.

Section 2. Calling the Election. The City Council calls for a municipal election to be held on November 3, 2026 ("the Election").

Section 3. Measure. Pursuant to Government Code Section 53724 and Elections Code 9222, the City Council hereby submits the Ordinance attached hereto as Attachment A to the voters at the Election and orders the following question to be submitted to the voters at the Election:

Shall the City of Scotts Valley adopt an ordinance amending Section 3.24.030 of the Municipal Code raising the transient occupancy tax rate from 11% to 13%?	YES	NO

This question requires the approval of a majority of those casting votes.

Section 4. Notice of Election. Notice of the time and place of holding the election is hereby given, and the City Clerk is authorized, instructed and directed to give further or additional notice of the election, in time, form, and manner as required by law.

Section 5. Impartial Analysis. Pursuant to California Elections Code Section 9280, the City Council hereby directs the City Clerk to transmit a copy of the measure to the City Attorney. The City Attorney shall prepare an impartial analysis of the measure, not to exceed 500 words in length, showing the effect of the measure on the existing law and the operation of the measure, and transmit such impartial analysis to the City Clerk on or before 3:00 p.m. on August 13, 2026.

Section 6. Ballot Arguments. Pursuant to Elections Code Section 9286 et. seq., August 13, 2026, at 3:00 p.m. shall be the deadline for submission of arguments in favor of, and arguments against, this measure. Arguments in favor or against the measure shall not exceed 300 words in length. The Mayor, or her designee(s), is hereby authorized to prepare a written argument in favor of the proposed measure on behalf of the City Council. At the Mayor's discretion, the Argument may also be signed by bona fide associations or by individual voters who are eligible to vote in the City of Scotts Valley. Each argument shall be signed, filed with the City Clerk, and include the printed name(s) and signature(s) of the author(s) submitting the argument. If more than one argument for or against is received, the priorities established by Elections Code Section 9287 shall control.

Section 7. Rebuttal Arguments. Subdivision (a) of section 9285 of the Elections Code shall apply to the Election and shall control the submission of any rebuttal arguments for this measure. If an argument in favor and an argument against the measure have been selected to be printed in the voter information guide, the Clerk shall send a copy of the argument in favor of the measure to the authors of the argument against the measure and a copy of an argument against the measure to the authors of the argument in favor of the measure. The rebuttal authors or persons designated by them may prepare and submit rebuttal arguments not to exceed 250 words in length. Rebuttal arguments must be submitted not later than August 20, 2026, by 3:00 p.m.

Section 8. Consolidation Request. The City Council of the City of Scotts Valley requests that the Board of Supervisors of Santa Cruz County consolidate the municipal election and the election on this measure with the November 3, 2026, statewide general election. The Council further requests that the Board of Supervisors of Santa Cruz County include on the ballots and sample ballots all qualified measures submitted by the City Council to be submitted to the qualified electors of the City of Scotts Valley. The City Council acknowledges that the election will be held and conducted according to procedures in the Elections Code, including Section 10418.

Section 9. Request for County Services. Pursuant to Section 10002 of the California Elections Code, the City Council of the City of Scotts Valley hereby requests the Board of Supervisors of Santa Cruz County to permit the Registrar of Voters to render services to the City of Scotts Valley relating to the conduct of the City's Municipal and Special Elections which are called to be held on Tuesday, November 3, 2026. The services shall be of the type normally performed by the Registrar of Voters in assisting the clerks of municipalities in the conduct of elections including, but not limited to, checking registrations, mailing ballots, hiring election officers, and arranging for polling places, receiving absentee voter ballot applications, mailing and receiving absent voter ballots, and opening and counting ballots, providing and distributing election supplies, and furnishing voting machines.

Section 10. Transmittal of Resolution. The City Clerk is hereby directed to submit forthwith an original copy of this resolution including the measure attached hereto as Attachment A to the Santa Cruz County Clerk.

Section 11. Placement on the Ballot. The County Clerk is hereby authorized and directed to take all steps necessary to place the measure on the ballot and to mail with the sample ballots to the electors printed copies of the full text of the Ordinance, together with the primary arguments and supporters for and against the measure, and to provide absent voter ballots for the election for use by qualified electors of the City who are entitled thereto in the manner provided by law.

The above and foregoing resolution was duly and regularly adopted by the City Council of the City of Scotts Valley at a regular meeting held on the 3rd day of June 2026, by the following vote:

AYES: LIND, CLARK, JETT, TIMM, WIMP
NOES: NONE
ABSENT: NONE
ABSTAIN: NONE

Approved: _____



Donna Lind, Mayor

Attest: _____



Cathie Simonovich, City Clerk