DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Mariposa County Board of Supervisors approve and authorize the Chairman of the Board to sign the attached $25,000 Contract for Services for the fiscal year 2006-2007 between cvbTV.com and Mariposa County. As presented to the Board on April 18, 2006, this is an intricate part of building the foundation of the Visitors Bureau. cvbTV.com produced the original website for the Visitors Bureau in June of 2004. At that time it was agreed upon by the Board of Supervisors that the basic site would be developed in phases. This contract allows for the optimization of the site which will include greater positioning on the search engines of the website.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors approved the initial contract with cvbTV.com to provide website services to the Visitors Bureau with the intention of continuing their services beyond the present contract.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness (top of mind) to potential visitors on the internet. It will require an increase of staff to replace the services provided by cvbTV.com at a greater cost than the service contract.

Financial Impact? (X) Yes ( ) No
Current FY Cost
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded
Amount in Budget: $25,000
Additional Funding Needed: $____
Source:
Internal Transfer
Unanticipated Revenue
Transfer Between Funds
Contingency
( ) General ( ) Other

Annual Recurring Cost: $25,000

List Attachments, number pages consecutively
Contract for Services (7 pages)
Exhibit A (3 pages)

CLERK'S USE ONLY:
Res. No.: #323
Vote – Ayes: 5
Noes: 0
Absent: 0
Approved
Minute Order Attached ( ) No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.
Date: __________
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: __________
Deputy

COUNTY ADMINISTRATIVE OFFICER:
Requested Action Recommended
No Opinion
Comments: Agreement

CAO: __________

Revised Dec. 2002