COUNTY of MARIPOSA
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LEE STETSON, CHAIR
JANET BIBBY, VICE CHAIR
LYLE TURPIN
DIANNE A. FRITZ
BOB PICKARD

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: MIKE COFFIELD, Interim County Administrative Officer
FROM: MARGIE WILLIAMS, Clerk of the Board
SUBJECT: Presentation Regarding “Find Gold in Mariposa” Street Fair and Request for Additional Funding for Advertising

RESOLUTION 06-335

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on July 18, 2006

ACTION AND VOTE:

Odella Knell, Street Fair Facilitator;
Presentation Regarding “Find Gold in Mariposa” Street Fair and Request for Additional Funding for Advertising

BOARD ACTION: Odella Knell presented the request for additional funding for advertising for three weeks. She noted that the original request for funding was supposed to cover four weeks of advertising. However, due to circumstances beyond her control, the funding was used for the first week’s advertising. She provided a status report on the increase in vendors. She also noted that they have increased the space fee from $5 to $15 for the vendors and that this funding will allow for continued advertising after this three week period. Discussion was held. (M)Fritz, Res. 06-335 was adopted approving the request for an additional $850.00 for the Street Fair as one-time funding for advertising. Supervisor Bibby requested that this come from within the Tourism budget, either the promotional or the travel line item and that the overall budget not be increased to reflect this expenditure. Mike Coffield, Interim County Administrative Officer, provided input and noted that he intends to have a discussion relative to the tourism function with the Board later this date. Discussion was held relative to the YARTS bus stop and consideration of installing “no parking” signs; and Odella advised that they have been using barricades to prevent parking in the bus stop zone.

Input from the public was provided by the following:

Ken Gosting commended the group for their concern about the YARTS bus stop, and he agreed that “no parking” signs should be considered. He referred to the reference that there would be a discussion later today on tourism and he stated he could not find anything on the agenda for this. Mike Coffield advised that the discussion will be a part of the monthly performance evaluation of the Interim County Administrative Officer to be held in closed session later this date. Ken stated he feels that the discussion should be held in open session as it is a matter of public interest.

Paul Chapman stated he does not feel that the taxpayers should pay for this request.
Supervisor Bibby asked that the motion be amended to reflect that the expenses come from within the Tourism budget as a one-time expense. The motion was amended by the maker, and it was clarified that the request is to cover three weeks of advertising. The motion was seconded by Supervisor Bibby. Mike Coffield clarified that the expenses would be paid from the Tourism budget. At Supervisor Bibby’s request, the motion was amended, agreeable with the maker, for the expenses to be paid from the promotional line item. Supervisor Turpin asked about tracking results of the Street Fair. Supervisor Fritz noted that she has been helping at the Chamber of Commerce’s information booth and they could have a sign-in sheet. Odella advised that they have begun a promotional drawing and they could ask for information on the tickets to be able to identify where the visitors are coming from. Discussion was continued for the following hearing to be opened.

10:03 a.m. The public hearing to adopt a resolution of abandonment of Green Hills Road was opened and continued until after the following items.

Further discussion was held relative to the request for additional funding for the Street Fair.

Ruth Catalan asked for clarification of the type of booth that Supervisor Fritz is involved with for this event, and she asked if she considers that a conflict of interest. Supervisor Fritz advised that the Chamber booth is to provide information and they sell bottles of water. Ruth further noted that out-of-town vendors are profiting from this event, and she feels the previous approval of funding for one-time should remain as one-time approval. Supervisor Fritz asked County Counsel for an opinion on the conflict of issue that was raised. Tom Guarino, County Counsel, stated it is his understanding that the booth does not provide any revenue for the Supervisor, so he does not feel that there would be a conflict with this action. Ayes: Unanimous.

Cc: Chris Ebie, Auditor
    Tourism
    File