DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve the contract between Sunset Magazine/California Travel and Tourism Publications and Mariposa County, and authorize the Chairman of the Board to sign the contract. This is an intricate part in our marketing efforts for the Visitors Bureau and is our second best generator for requests for information. These advertisements are in the California Official 2006 State Visitor’s Guide and Travel Planner distributed by the State of California.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisor typically approves such contracts in support of the Visitors Bureau’s marketing efforts.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness by potential visitors and will take an increase in staff to replace the service provided by Sunset Magazine/California Travel and Tourism Publications at a greater cost than this service contract.

Financial Impact? (X) Yes ( ) No
Current FY Cost
Annual Recurring Cost:
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded
Amount in Budget: $113,579
Additional Funding Needed: $

Source:

Internal Transfer

Unanticipated Revenue 4/5's vote
Transfer Between Funds 4/5's vote
Contingency 4/5's vote

( ) General ( ) Other

CLERK’S USE ONLY:
Res. No.: Ord. No. _____
Vote – Ayes: _____ Noes: _____
Absent: _____
( ) Approved
A) 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:

CAO: ________________
DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve the contract between AAA/American Automobile Association, Inc., and the Mariposa County, and authorize the Chairman of the Board to sign the contract. This is an intricate part in our marketing efforts for the Visitors Bureau and is our number one generator for requests for information. These advertisements are in the AAA Tour Books, Southern California, Las Vegas, Northern California and Nevada.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisor typically approves such contracts in support of the Visitors Bureau’s marketing efforts.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness by potential visitors and will take an increase in staff to replace the service provided by AAA/American Automobile Association, Inc., at a greater cost than this service contract.

Financial Impact? (X) Yes ( ) No
Current FY Cost
Annual Recurring Cost:
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded
Amount in Budget: $113,579
Additional Funding Needed: $ List Attachments, number pages consecutively
Source:
Internal Transfer
Unanticipated Revenue
Transfer Between Funds
Contingency

( ) General ( ) Other

( ) Requested Action Recommended
( ) No Opinion
Comments:

CLERK’S USE ONLY:
Res. No.: 150 Or. No. _____
Vote – Ayes: _____ Noes: _____
Absent: _____
( ) 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

Revised Dec. 2002

COUNTY ADMINISTRATIVE OFFICER:

CAO: [Signature]
TO: RICH INMAN, County Administrative Officer

FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: APPROVE CONTRACT BETWEEN SUNSET MAGAZINE/CALIFORNIA TRAVEL AND TOURISM PUBLICATION AND MARIPOSA COUNTY, AND AUTHORIZE THE CHAIRMAN OF THE BOARD TO SIGN THE CONTRACT; APPROVE CONTRACT BETWEEN AAA, INC. AND MARIPOSA COUNTY, AND AUTHORIZE THE CHAIRMAN OF THE BOARD TO SIGN THE CONTRACT.

RESOLUTION 06-99 and 06-100

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on March 21, 2006

ACTION AND VOTE:

Approval of Consent Agenda (See End of Minutes)

BOARD ACTION: Supervisor Fritz pulled items 2 and 3. Supervisor Bibby pulled items 2, 3, and 5. (M)Pickard, (S)Turpin, the balance of the items was approved/Ayes: Unanimous.

Consent Agenda items 2 and 3 – advertising contract with Sunset Magazine and with AAA. Supervisor Fritz asked that the items be taken off the agenda for further review of where we are spending our money. Discussion was held. Supervisor Pickard commented on the importance of visitation to the County and the need to advertise. Supervisor Bibby asked for clarification of the dates of the contracts and whether services have been received. Rich Inman, County Administrative Officer, noted that these contracts reflect an on-going relationship with Sunset and AAA. Supervisor Bibby noted that her package did not include the Exhibit “A” for the contracts. Susan Crain, Tourism Coordinator, advised that the advertising with Sunset was for a piece that went out with the California Travel and Tourism Guide magazine that is produced by the State of California. She noted that there was a $30,000 savings with this year’s advertising with the joint marketing and more exposure was received. She also advised that these contracts are coming to the Board because of the new purchasing ordinance. Supervisor Bibby asked that an item be brought back in June to determine whether to continue this program into the next fiscal year. (M)Pickard, (S)Fritz, item 2 was approved/Ayes: Unanimous. Further discussion was held relative to item 3 with Susan Crain. Supervisor Bibby asked that an item be brought back in June to determine whether to continue with program into the next fiscal year. (M)Fritz, (S)Pickard, item 3 was approved/Ayes: Unanimous.

Consent Agenda item 5 – agreement with Don Henley Construction for general construction work in Northern Mariposa County. Supervisor Bibby initiated discussion relative to this item and she asked for clarification of the anticipated services to be provided. Dana Herfelder, Public Works Director, responded to the questions relative to the professional services agreement and the services to be provided. Supervisor
Turpin noted the importance of being able to provide these services in the North County. (M)Turpin, (S)Fritz, item 5 was approved/Ayes: Unanimous.

CA-2 Approve Contract between Sunset Magazine / California Travel and Tourism Publication and Mariposa County for $28,010, and Authorize the Chairman of the Board of Supervisors to Sign the Contract (County Administrative Officer); Res. 06-99, with direction to staff

CA-3 Approve Contract between AAA / American Automobile Association, Inc. and Mariposa County in an amount of $19,270.35, and Authorize the Chairman of the Board of Supervisors to Sign the Contract (County Administrative Officer); Res. 06-100, with direction to staff

Cc: Chris Ebie, Auditor
    Susan Crain, Visitors Bureau
    File