DEPARTMENT: Tourism

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve the contract between Daniel J. Edelman Company and Mariposa County, and authorize the Chairman of the Board to sign the contract. As presented to the Board on September 26, 2005, this is an intricate part of building the foundation of the Visitors Bureau. Among some of their services they have produced four published matte releases resulting in readership of 480,000 people, a press trip for 15 travel writers and photographers, assisted in creating a press room site on the Visitors Bureau website, and produced a professional media kit.

Other companies who contract for their services report similar outstanding results. The Tourism Advisory Council joins the Visitors Bureau in complete support of continuing our relationship with this service provider.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors approved the initial contract with the Daniel J. Edelman Company to provide public relations 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) by potential visitors. If not approved it will take an increase of staff to replace the service they provide at a greater cost than this service contract.

Financial Impact? (X) Yes ( ) No
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded
Amount in Budget: $59,500
Additional Funding Needed: $59,500
Source: List Attachments, number pages consecutively
Internal Transfer X
Unanticipated Revenue 4/5's vote
Transfer Between Funds 4/5's vote
Contingency 4/5's vote
( ) General ( ) Other
Contract for Services (11 pages)

CLERK’S USE ONLY:
Res. No. Ord. 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

COUNTY ADMINISTRATIVE OFFICER:
( ) Requested Action Recommended
( ) No Opinion
Comments:

CAO: ____________

Revised Dec. 2002
COUNTY of MARIPOSA
P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

BOB PICKARD, CHAIR
LEE STETSON, VICE CHAIR
LYLE TURPIN
JANET BIBBY
DIANNE FRITZ

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: SUSAN CRAIN, Tourism Coordinator
FROM: MARGIE WILLIAMS, Clerk of the Board
SUBJECT: DANIEL J. EDELMAN COMPANY CONTRACT
Resolution No. 05-579

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on December 6, 2005

ACTION AND VOTE:

3:30 P.M., Rich Inman, County Administrative Officer
Presentation by Daniel J. Edelman Company: Approve a Contract with Daniel J. Edelman Company for Public Relation Services for $53,000 and Authorize the Chairman of the Board of Supervisors to Sign the Contract
BOARD ACTION: Susan Crain, Tourism Coordinator, introduced Christine Pierson and Carrie Gleason of Daniel J. Edelman Company, and they gave a presentation. Susan commented on the services provided by the Company, and she advised that the Tourism Advisory Committee recommends the new contract. Discussion was held. (M)Fritz, (S)Stetson, Res. 05-579 was adopted approving the contract. Supervisor Bibby commented on the importance of retaining the Courthouse seal and of its importance to the County.

Input from the public was provided by the following:

Joan Gloor stated she feels the Edelman has been tremendously helpful, and she would like to see the contract continued.

Kevin Shelton agreed with Joan, and he stated he feels that we are moving in the right direction. He also stated he feels that we need to continue to market the summer season as there are still some vacant rooms.

Ayes: Unanimous.

cc: Auditor
Rich Inman, County Administrative Officer
File