DEPARTMENT: Tourism
BY: Susan T. Crain
PHONE: 966-3685

RECOMMENDED ACTION AND JUSTIFICATION: Request and Recommend authorizing the Chairman of the Board of Supervisors to sign the contract between the County of Mariposa and the Mariposa County Chamber of Commerce for the operation of the Visitors Centers in the towns of Mariposa and Coulterville. The contract is effective from July 1, 2005 – June 30, 2010. During budget preparations, $134,300 was estimated as the contract amount. With expanded hours as recommended, the contract is $142,185. In September, Tourism will submit a budget adjustment for the difference of $7884.

It is important to both the visitor and the county to maintain this service for our tourism industry. The Chamber of Commerce consistently provides excellent service to our guests.

BACKGROUND AND HISTORY OF BOARD ACTIONS: Historically the board of Supervisors has approved the contract between the County of Mariposa and the Mariposa County Chamber of Commerce for the operation of the Visitors Centers.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved the Visitors Centers will close, leaving many people unemployed. In addition, it will have a negative impact on the visitor. Visitors rely on the Visitors Center to give them accurate information related to the local community and surrounding communities, in our case Yosemite information is the most requested information.

If we do not provide this through the Chamber of Commerce and still want to provide the service to our visitors then perhaps the County of Mariposa will operate the Visitors Center or the responsibility will fall to another non-profit organization. Either of these alternative plans will take a minimum of six months to a year to establish service. It is optimistic to believe either option would reach the level of service currently provided in less than two years.

Financial Impact?

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<tr>
<th>Impact</th>
<th>Yes</th>
<th>No</th>
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<tr>
<td>Budgeted In Current FY?</td>
<td>(X)</td>
<td>( )</td>
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<tr>
<td>Amount in Budget</td>
<td>$134,300</td>
<td></td>
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<tr>
<td>Additional Funding Needed</td>
<td>$7884</td>
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List Attachments, number pages consecutively
Agenda Transmittal Form
Chamber of Commerce Contract 2005-2010 and Exhibit A from the Chamber of Commerce

CLERK’S USE ONLY:
Res. No. [Redacted] Ord. No. _____
Vote - Ayes: 5 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: [Redacted]
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: [Redacted]

Revised Dec. 2002
TO:             SUSAN CRAIN, Tourism Coordinator 
FROM:          MARGIE WILLIAMS, Clerk of the Board 
SUBJECT:       VISITOR INFORMATION CENTERS/SERVICES AGREEMENT WITH MARIPOSA COUNTY CHAMBER OF COMMERCE 

Resolution No. 05-326 

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA 

ADOPTED THIS Order on July 12, 2005 

ACTION AND VOTE: 

Consent Agenda item 15 – Supervisor Bibby initiated discussion, and she asked about the status of payments and monitoring the extended hours. Susan Crain, Tourism Coordinator, responded to the questions. Chairman Pickard and Supervisor Turpin asked that the statistical information on the visitors’ centers be provided to the Board. (M)Fritz, (S)Turpin, item 15 was approved/Ayes: Unanimous. 

CA-15 

Authorize the Chairman of the Board of Supervisors to Sign the Contract between the County of Mariposa and the Mariposa County Chamber of Commerce for the Operation of the Visitors Centers in the Towns of Mariposa and Coulterville, Effective July 1, 2005 – June 30, 2010 (Tourism Coordinator); Res. 05-326, with direction for the statistical information on the visitors centers to be provided to the Board.

cc: Rich Inman, County Administrative Officer 
    Ken Hawkins, Auditor 
    File