DEPARTMENT: Tourism  

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend that the Board of Supervisors approve the proposal to modify the Tourism Advisory Council's revision of its authority and membership.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors established the Tourism Advisory Council with Resolution 95-164 and made changes to the recommended membership with Resolution 97-394. The Tourism Advisory Council has reviewed the current short term goals, long term goals, Mission Statement and membership and has requested that the Board of Supervisors revisit the purpose and structure of the Council.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Provide alternate direction.

---

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

List Attachments, number pages consecutively

Clerk's Use Only:
Res. No.: 05-41  
Vote - Ayes: 4  Noes: 2
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 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

DISTRICT V
DISTRICT I
DISTRICT II
DISTRICT III
DISTRICT IV

MARIPOSA COUNTY BOARD OF SUPERVISORS
MINUTE ORDER

TO: RICH INMAN, County Administrative Officer
FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: MODIFICATION OF THE TOURISM ADVISORY COUNCIL’S PURPOSE AND MEMBERSHIP

Resolution No. 05-41

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on February 8, 2005

ACTION AND VOTE:

Rich Inman, County Administrative Officer;
Approve Proposal to Modify the Tourism Advisory Council’s Revision of Its Authority and Membership

BOARD ACTION: Rich Inman initiated discussion relative to the proposal. Donna Brownell, Tourism Advisory Council member, gave a presentation on the Council’s recommendation. Discussion was held relative to the number of members – whether ten or eleven is being recommended and relative to the number required for a quorum; relative to representation from the Highway 41 corridor versus Tenaya Lodge, as DNC owns Tenaya Lodge and has a membership position. Susan Crain, Administration-Visitor’s Bureau Coordinator, advised that Tenaya Lodge has its sales and marketing separate from DNC. (M)Fritz, (S)Turpin, Res. 05-41 was adopted modifying the Tourism Advisory Council’s authority and membership as recommended. Further discussion was held. The motion was amended, agreeable with the maker and second, to require at least six members to be present to constitute a quorum. Discussion was held relative to consideration of allowing designated alternate members; and it was agreed that the language would be changed to reflect that a designee could not be sent to the meetings to vote for the member. It was also clarified that the total number of members is eleven. Rich Inman advised of a correction to reflect County Administrative Officer. Ayes: Stetson, Turpin, Fritz, Pickard; Noes: Bibby.

cc: Susan Crain, Tourism Coordinator
File
BE IT HEREBY RESOLVED, by the Board of Supervisor of the County of Mariposa, a political subdivision organized and existing under the laws of the State of California, that the Tourism Advisory Council having been established by resolution 95-124 as an advisory council for the Visitors Bureau is hereby modified. Said Council's new authority and membership is established as follows:

SECTION 1. MEMBERSHIP:

A. The Council shall be established with eleven (11) voting members as follows with membership contingent on Board appointment:
   a. One Representative of the Bed & Breakfast Association to be recommended by the Council;
   b. One Representative of the Chamber of Commerce to be recommended by the Council;
   c. One Representative of the Mariposa County Arts Council to be recommended by the Council;
   d. One Representative to be recommended by each member of the Board of Supervisors from their district with knowledge of tourism functions;
   e. One Representative of Tenaya Lodge to be recommended by the Council;
   f. One Representative of DNC Parks & Resorts at Yosemite to be recommended by the Council;
   g. One Representative of Yosemite Management Group to be recommended by the Council;
   h. In addition to the voting members, there will be established a non-voting group who will work with the Council as needed.
   i. The County Administrative Officer and Tourism Coordinator for Mariposa County and a designee from the National Park Service in Yosemite will be ex-officio members of the council.

B. If any one (1) member of the Council misses two (2) consecutive scheduled meetings without a valid excuse for those absences, then that member shall no longer be deemed a member of the Council, and the Visitors Bureau, with the County Administrative Officer's approval shall initiate proceedings to fill the vacancy.
C. The initial terms of office shall be made as follows for the following membership categories:
   a. Two-thirds of the members shall serve for a period of two (2) years and one third shall serve for a period of one (1) year. The length of term for the original eleven (11) members will be determined by drawing names. No member may send a designee to the meetings to vote for the member. These members serve at the discretion of the Board of Supervisors. Members may be removed at any time and without cause by the Board of Supervisors.

SECTION 3. OFFICERS:

A. The Council shall elect the following officers for a term of one (1) year:
   a. Chairperson; and
   b. Vice-Chairperson

SECTION 4 MEETINGS AND QUORUMS:

A. The Council shall meet at the call of the Council Chair or at the request of a majority of the Council members, or at the request of the Visitors Bureau Coordinator or County Administrative Officer.
B. Business may not be conducted or transacted at a regular or special meeting without a quorum of six (6) members.
C. The by-laws and rules of conduct regarding the conduct of meetings and as approved by the Board of Supervisors shall govern the conduct of meetings by the Council.
D. The Council shall comply with the Ralph M. Brown Act.

SECTION 5 STAFF SUPPORT:

A. Secretarial support to the Council shall be provided by the Mariposa County Visitors Bureau, and responsibilities shall include the preparation of public notices, agendas, minutes, and similar duties, as can be reasonably provided.
B. Technical support to the Council shall be provided by the Visitors Bureau and responsibilities shall include the preparation of special reports, planning documents, and obtaining such information as the Council deems necessary for the discharge of its responsibilities.
SECTION 6. DUTIES AND RESPONSIBILITIES:

A. The Council shall be appointed for the purpose of advising the Visitors Bureau relative to tourism-related marketing initiatives to increase TOT funds, and additional marketing projects in respect to tourism.

BE IT FURTHER RESOLVED, the Board of Supervisors determines and orders that the Council shall discharge its responsibilities as assigned by the Board as an advisory body to the Visitors Bureau in a manner keeping with established County policy and with the support of the Board of Supervisors.

Bob Pickard, Chairman
Mariposa County Board of Supervisors
Approved 2-8-05

Deborah Collins, President
Tourism Advisory Council

Dated: