RESOLUTION - ACTION REQUESTED 2014-548

MEETING: October 21, 2014

TO: The Board of Supervisors

FROM: Merlin Jones, District II Supervisor

RE: Sponsorship for the Yosemite Sustainability Conference

RECOMMENDATION AND JUSTIFICATION:
Approve a $5,000 Sponsorship for the Yosemite Sustainability Conference and Approve Budget Action Transferring Funding Within the Community Cultural Budget to Fund the Sponsorship ($5,000). The Yosemite Gateway Partners (YGP) is joining with Yosemite National Park (YNP) to present the Yosemite Sustainability Conference on December 8-10, 2014 in YNP. The conference will provide information about some of the most concerning environmental impacts such as climate change, greenhouse gases reduction, water management, energy management, waste stream reduction, and transportation fuels. Experts will share their knowledge and experiences on sustainability practices and innovative solutions to organizations through-out the Yosemite Gateways.

Providing a sponsorship will support the YGP of which Mariposa County is a member as well as indicate Mariposa County’s support for sustainability practices. This level of sponsorship includes 2 conference passes which can be used by County staff to attend the conference, the County’s logo on the YGP website for six months and on the conference marketing materials, and exhibit space at the conference. It is recommended that the conference passes be made available to Public Works staff, and at this time there is no need for exhibit space.

Funding for this sponsorship is available in the Community/Cultural Budget with the savings from the Coulterville Visitors’ Center line item as the last quarter payment on the Agreement will be paid from the 2015-16 Fiscal Year.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board has approved sponsorships in the past for worthwhile events that ultimately benefit the citizens of Mariposa County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not approve the $5,000 sponsorship. Mariposa County will not be listed as a sponsor of the Yosemite Sustainability Conference.
The Board could approve a different level of sponsorship -- $2,500, $1,000, or $500.

FINANCIAL IMPACT:
Funding is available for the sponsorship in the Community/Cultural Budget from the savings in the Coulterville Visitors' Center line item.

ATTACHMENTS:
Yosemite Sustainability Conference Sponsorship Material  (PDF)
Yosemite Sustainability Conference Sponsorship Budget Action  (XLS)

CAO RECOMMENDATION
Requested Action Recommended

Mary Hoedson, Interim CAO  10/16/2014

RESULT:  ADOPTED [UNANIMOUS]
MOVER:  Lee Stetson, District I Supervisor
SECONDER:  Merlin Jones, District II Supervisor
AYES: Lee Stetson, Merlin Jones, Janet Bibby, Kevin Cann
EXCUSED:  John Carrier
COUNTY of MARIPOSA
P. O. Box 784, Mariposa, CA 95338 (209) 966-3222

KEVIN CANN, CHAIR
MERLIN JONES, VICE-CHAIR
LEE STETSON
JANET BIBBY
JOHN CARRIER

DISTRICT IV
DISTRICT II
DISTRICT I
DISTRICT III
DISTRICT V

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: SUPERVISOR JONES

FROM: RENÉ’ LaROCHE, Clerk of the Board

SUBJECT: Approve a $5,000 Sponsorship for the Yosemite Sustainability Conference and Approve Budget Action Transferring Funding Within the Community Cultural Budget to Fund the Sponsorship ($5,000)

Resolution: 14-548

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on October 21, 2014

ACTION AND VOTE:

Approve a $5,000 Sponsorship for the Yosemite Sustainability Conference and Approve Budget Action Transferring Funding Within the Community Cultural Budget to Fund the Sponsorship ($5,000)

Supervisor Jones gave the staff report, discussing the collaborative relationship; noted that this is a median sponsorship; remarked that three other counties have also agreed to sponsor it; and urged approval.

Supervisor Stetson concurred that it is a reasonable expenditure of funds; and recommended making the conference passes available to Public Works and Planning staff members. Supervisors Bibby and Cann concurred. Supervisor Cann noted that Tuolumne, Mono and Madera counties have already committed to a sponsorship; remarked that he did not see where the County wanted the exhibit space; and agreed that the CAO can talk to the departments about who can best use those passes. Supervisor Bibby noted that whoever attends should bring information to share with others, and to the Board. Supervisor Cann concurred that attendees should be asked to report back.

No public input.

Supervisor Stetson moved the item, as presented. Supervisor Jones seconded. Supervisor Bibby remarked that the item states that Public Works staff will get the passes, and noted that direction was given to have the CAO work that out among staff members.

RESULT: ADOPTED [UNANIMOUS]
MOVER: Lee Stetson, District I Supervisor
SECONDER: Merlin Jones, District II Supervisor
AYES: Lee Stetson, Merlin Jones, Janet Bibby, Kevin Cann
EXCUSED: John Carrier
Become A Sustainability Sponsor!

Be one of the first to support and benefit from being the Yosemite Sustainability Conference Sponsor in beautiful Yosemite National Park, December 8-10, 2014.

Experts will share their experiences on some of the world's most intriguing environmental concerns and sustainability solutions, as well as emerging technologies to deal with these concerns.

Yosemite Sustainability Conference Sponsorship Levels and Benefits

$30,000 President's Circle Sponsor
Customized package designed to promote your organization prominently in Conference marketing materials and other areas throughout 2014-2015.

$15,000 El Capitan Sponsor
2 Conference passes
Entrance to special reception
Introduce keynote speaker of choice at Conference
Logo on YGP website for one year and at Keynote Speaker Event
Logo on Conference marketing materials
Exhibit space

$5,000 Half Dome Sponsor
2 Conference passes
Logo on YGP website for six months and on Conference marketing materials
Exhibit space

$2,500 Glacier Point Sponsor
1 Conference pass
Logo recognition on YGP Conference website pages and marketing materials
Exhibit space

$1,000 Sentinel Dome Sponsor
Logo recognition on YGP Conference website pages
Logo recognition on Conference marketing materials

$500 Community Partners Sponsor
Recognition in Conference program
Top 5 Reasons You Should Be A Sponsor

You want to network with sustainability decision makers for other like-minded businesses.

You support forward-thinking solutions and demonstrate your commitment to sustainability.

You can help businesses and potential clients improve sustainability and reduce costs.

You want to be one of the leading vendors in sustainability to partner with.

You want to be part of the first National Parks Conference of its kind, securing your place for next year’s conference!

Click here for more information
# BUDGET ACTION FORM

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**TOTAL**  $5,000  $5,000

## TRANSFER BETWEEN FUNDS

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**TOTALS**  $0  $0

**ACTION REQUESTED:** (Check all that apply)

( ) Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget, or appropriating Reserve for Contingencies;

( ) Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;

**JUSTIFICATION:** Sponsorship of the YGP Yosemite Sustainability Conference.

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**DEPT HEAD SIGNATURE**  

**APPROVED BY RES NO.**  

**CLERK**  

**DATE 10-29-14**

**AUDITOR'S USE ONLY**

**COMMUNITY/CULTURAL**

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Budget Revision Form Revised 11/95