DEPARTMENT: Administration

BY: Rich Inman, CAO
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

Approve the Professional Service Agreement between Bob Crivello and Mariposa County covering the period of April 25, 2005 through June 30, 2005, for visual merchandising training to business owners in downtown Mariposa (Exhibit "A").

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On July 30, 2004, the County of Mariposa submitted an application to Pacific Gas and Electric Company (PG&E) Economic Development Grants Program to create a business development training program. Of the 147 applications received, PG&E granted $294,457 to 58 local government and community-based organizations for local economic development projects throughout northern and central California. Mariposa County was among 58 entities that received funding. Among the workshops identified in the grant proposal was “Developing Window Displays.” Mr. Crivello will be conducting two workshops. The first is “Attract Customers with Your Magnificent Storefront Window Display”, which will be held on May 2, 2005. Attendees will learn techniques in creating appealing window/store presentations using props, fixtures, key item presentation, housekeeping, and basic signage. The workshop will include group participation creating a window display in two separate businesses. The businesses will be selected by a random drawing. The second workshop titled, “Floor Displays That Make Your Cash Register Ring,” will be held on May 9, 2005. Attendees will learn techniques utilizing fixtures, floor display, wall décor, color, and ADA standards. This workshop will include group participation in setting up a floor display at one pre-selected downtown Mariposa business. The selection process for the second workshop will also be accomplished by a random drawing.

The total cost for the two workshops is $1,000. On February 1, 2005, the Board of Supervisors approved a budget action accepting a grant award from PG&E, and increasing revenue and appropriations in the amount of $2,500.

Due to the fact that Mr. Crivello is a small independent business owner and that the Professional Service Agreement is a relatively small contract in the amount of $1,000, the County’s Risk Manager has waived liability requirements identified in Article 5. OBLIGATIONS OF CONTRACTOR, Section 5.03, citing minimum amount of One Million Dollars ($1,000,000) or an amount as otherwise determined appropriate by the County Risk Manager to cover such claims as well as a waiver for Workers’ Compensation, Section 5.04 (Exhibit “B”). In lieu of this waiver, Mr. Crivello has provided a copy of his homeowner’s policy (Exhibit “C”).

The General Plan of Mariposa County contains an Economic Development component for the purpose of creating a sustainable community. While this project is limited in scope, it is nonetheless the first of many measures being implemented to accomplish the Economic Development goals identified in the General Plan.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? ( ) Yes(x) 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

Source:

Internal Transfer

Unanticipated Revenue 4/5’s vote
Transfer Between Funds 4/5’s vote

Revised Dec. 2002
CLERK'S USE ONLY:
Res. No.: 2002-15  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: __________
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: __________