



MARIPOSA COUNTY

Board of Supervisors · (209) 966-3222



RESOLUTION - ACTION REQUESTED 2015-340

MEETING: July 7, 2015

TO: The Board of Supervisors

MINUTE ORDER ATTACHED

FROM: Kevin Cann, District IV Supervisor

RE: First Amendment to Contract for Services with Tourism Bureau

RECOMMENDATION AND JUSTIFICATION:

Approve First Amendment to Contract for Services with the Yosemite/Mariposa County Tourism Bureau Increasing the Compensation Amount by \$100,000; and Authorize the Board of Supervisors Chair to Sign the First Amendment. The Yosemite/Mariposa County Tourism Bureau is responsible for marketing Mariposa County tourism and visitor activities. The traditional funding amount of the Contract has been \$500,000, but during the Final Budget Hearings for Fiscal Year 2014-15, this contract amount was reduced to \$400,000 and a contract was subsequently approved by the Board of Supervisors for this amount. The full contract amount has been paid to the Yosemite/Mariposa Tourism Bureau with the last payment being made on April 15, 2015.

The Yosemite/Mariposa County Tourism Bureau has indicated that this reduction in funding will affect their ability to successfully market Mariposa County as reported in their presentation to the Board on June 9, 2015. Since the contract term overlaps the County's fiscal years, the requested additional funding is an amendment to the existing Contract for Services that terminates on September 30, 2015, but the funding will come from the Fiscal Year 2015-16 Budget.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On June 9, 2015, the Board of Supervisors received a report from the Yosemite/Mariposa County Tourism Bureau, that included the impacts to the Bureau of the reduction of the \$100,000. The Board directed staff to return with an Amendment to the Contract, increasing the compensation amount to its traditional level of \$500,000.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve the Amendment. The Yosemite/Mariposa County Tourism Bureau may not have sufficient funding to successfully market Market County.

FINANCIAL IMPACT:

The additional \$100,000 will be included in the Requested/Recommended Budget for Fiscal Year 2015-16. Because the Recommended Budget has not yet been balanced, the impact of this additional funding is unknown at the present time. It should be noted, that if the Amendment is approved, that the Board is committing a minimum of \$100,000 to the Yosemite/Mariposa County Tourism Bureau for Fiscal Year 2015-16.

ATTACHMENTS:

Amendment to Tourism Bureau Contract 2015 (DOC)

Yos- Mpsa Tourism 2014-15 Agmt (DOC)

Email from Ruth Catalan Regarding Increase to Tourism Bureau (PDF)

CAO RECOMMENDATION

No Opinion

COMMENTS

It is Preferable to Have These Types of Funding Requests Considered During Final Budget Hearings When All Requests for Funding Can be Considered Together. While the Board Directed that This Item Come Back at This Date/Time for Approval, the Traditional Contribution of \$500,000 to the Tourism Bureau Will Considered During Final Budget Hearings for Fiscal Year 2015-16.

Mary Hoatson

Mary Hoatson, CAO

7/2/2015

RESULT: ADOPTED [3 TO 2]

MOVER: Kevin Cann, District IV Supervisor

SECONDER: John Carrier, District V Supervisor

AYES: Rosemarie Smallcombe, Kevin Cann, John Carrier

NAYS: Merlin Jones, Marshall Long



COUNTY of MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

MERLIN JONES, CHAIR
JOHN CARRIER, VICE-CHAIR
ROSEMARIE SMALLCOMBE
MARSHALL LONG
JOHN CARRIER

DISTRICT II
DISTRICT V
DISTRICT I
DISTRICT III
DISTRICT V



MARIPOSA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

TO: SUPERVISOR CANN

FROM: RENE' LaROCHE, Clerk of the Board 

SUBJECT: Approve First Amendment to Contract for Services with the Yosemite/Mariposa County Tourism Bureau Increasing the Compensation Amount by \$100,000; and Authorize the Board of Supervisors Chair to Sign the First Amendment .

Resolution: 15-340

The following action was taken by the Mariposa County Board of Supervisors on July 7, 2015:

2. Board of Supervisors RES-2015-340

Approve First Amendment to Contract for Services with the Yosemite/Mariposa County Tourism Bureau Increasing the Compensation Amount by \$100,000; and Authorize the Board of Supervisors Chair to Sign the First Amendment

Staff report by Mary Hodson. During public comment, Roger Biery/Economic Development Corporation (EDC) and Kevin Shelton/Tourism Bureau Board of Directors urged passage of the item, Greg Kittelson inquired as to the Tourism Bureau reserves, and Barry Brouillette discussed potential reasons for the increases in transient occupancy tax.

***DIRECTION:** None of the \$500,000 of grant funds from the County that is paid under the agreement that runs from October 1, 2014, to September 30, 2015, is to be used for the feasibility analysis previously discussed by the EDC.*

RESULT: ADOPTED [3-2]

MOVER: Kevin Cann, District IV Supervisor

SECONDER: John Carrier, District V Supervisor

AYES: Smallcombe, Cann, Carrier

NAYS: Jones, Long

Cc: Mary Hodson, CAO
Debbie Isaacs, Auditor

FIRST AMENDMENT TO CONTRACT FOR SERVICES

THIS FIRST AMENDMENT TO CONTRACT FOR SERVICES is made and entered into this 7th day of July 2015, by and between the County of Mariposa, a political subdivision of the State of California, hereinafter referred to as "County" and the Yosemite/Mariposa County Tourism Bureau hereinafter referred to as "Tourism Bureau."

WHEREAS, the County and Tourism Bureau have heretofore entered into a Contract for Services dated October 14, 2014, wherein Tourism Bureau agreed to be responsible for marketing Mariposa County tourism and visitor activities ; and

WHEREAS, County and Tourism Bureau desire to amend said Contract for Services to change the compensation amount of the Contract for Services.

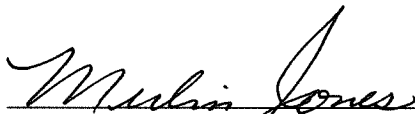
NOW THEREFORE, the parties hereto in consideration of the mutual covenants herein recited, hereby agree as follows:

1. Amend paragraph 4.01 to change the compensation to a not to exceed amount of \$500,000.
2. Amend Exhibit B by adding an additional payment of \$100,000 on July 15, 2015.
3. Except as herein amended, the Contract for Services dated October 14, 2014, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties caused this Amendment to be executed on the date first above written.

COUNTY OF MARIPOSA:

YOSEMITE/MARPOSA COUNTY TOURISM
BUREAU:


MERLIN JONES, Chairman
Mariposa County Board of Supervisors


TERRY SELK, Executive Director
Yosemite/Mariposa County Tourism Bureau

ATTEST:

APPROVED AS FORM:


RENÉ LAROCHE, Clerk of the Board


STEVEN W. DAHLEM, County Counsel