RESOLUTION - ACTION REQUESTED 2015-340

MEETING: July 7, 2015

TO: The Board of Supervisors

FROM: Kevin Cann, District IV Supervisor

RE: First Amendment to Contract for Services with Tourism Bureau

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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.

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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.

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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 Mariposa 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 Haddon
Mary Haddon, 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
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 Brouilette 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