



# 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 Hodson*

Mary Hodson, 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 <i>RL</i>   |
| 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