**RECOMMENDED ACTION AND JUSTIFICATION:**
(POLICY ITEM: YES NO X _)

Discussion and Action regarding the FY 1994/95 Lodging Council Matching Grant Program. (Pursuant to Board Direction on October 4, 1994).

**BACKGROUND AND HISTORY OF BOARD ACTIONS:**

The Board has authorized the Program for several years. Considering the enhanced County promotional campaign and Yosemite Concession Service’s interest in the Program, it is time to evaluate the Program in its present form. At the 10/4/94 Board meeting, small property grants in the aggregate amount of $5,345 were approved (balance = $64,655) and staff was directed to contact other property owners regarding their interest in contributing their “matching grant” to the County’s promotional campaign.

**LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

1) Discontinue Program and earmark funding towards County’s campaign. 2) Approve lesser grants to properties.

<table>
<thead>
<tr>
<th>COSTS: ( ) Not Applicable</th>
<th>SPECIAL INSTRUCTIONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Budgeted CURRENT FY</td>
<td>List the attachments and number pages consecutively:</td>
</tr>
<tr>
<td>B. Total anticipated costs</td>
<td>.........................................................</td>
</tr>
<tr>
<td>C. Required Add’l funding</td>
<td>.........................................................</td>
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<tr>
<td>D. Internal Transfers</td>
<td>.........................................................</td>
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<tr>
<th>SOURCE: ( ) 4/5ths vote required</th>
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<tbody>
<tr>
<td>A. Unanticipated revenues $______</td>
</tr>
<tr>
<td>B. Reserve for contingencies $______</td>
</tr>
<tr>
<td>C. Source description:__________</td>
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<tr>
<td>Balance in Reserve for Contingencies, if approved: $137,800________</td>
</tr>
</tbody>
</table>

**CLERK’S USE ONLY:**

Resolution No.: 94-436
Ordinance No.: __________________

Vote - Ayes:______ Noes:______
Absent:______ Abstain:______

( ) Approved ( ) Denied

( ) 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

**ADMINISTRATIVE OFFICER’S RECOMMENDATION:**
This item on agenda as:

✓ Recommended
___ Not Recommended
___ Policy Determination
___ Submitted w/ Comment
___ Returned for further action

Comment: __________________

A.O. Initials: [ ]
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM EVANS, Housing and Community Development Agency Director

FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: 1994/95 Lodging Council Matching Grant Program Resolution Number 94-436

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on October 11, 1994

ACTION AND VOTE:

9:10 a.m. Jim Evans, Housing and Community Development Agency Director;

A) Discussion and Action Regarding the Fiscal Year 1994/95 Lodging Council Matching Grant Program; and Recommendation from Board Sub-committee on Direction for Director of Tourism Bureau

BOARD ACTION: Supervisors Erickson and Parker presented the Committee's report. Mike Coffield/County Administrative Officer, advised of status of funding allocation for Chamber activities - the advertising budget and Lodging Council program allocation has been committed. Discussion was held concerning the Lodging Council Program and Committee's recommendation to implement promotional program. (M)Erickson, (S)Parker, direction was given to County Counsel to draft an agreement with Ed Hardy to implement a promotional program, and request his opinion on the Lodging Council Matching Grant program. Motion was withdrawn by maker, agreeable with second, and restated to direct County Counsel to prepare the agreement with Ed Hardy for approval by the Board on an upcoming agenda/Ayes: Unanimous.

Following further discussion, (M)Balmain, (S)Baggett (who passed the gavel), Res. 94-436 adopted approving funding for the Lodging Council Matching Grant program, as structured by the existing allocation, with notice to be given that the future of the program will be reconsidered with Mr. Hardy's
recommendation. Motion was amended, agreeable with maker and second, advising that, on behalf of the lodging industry, the Board has chosen to ratify the unauthorized action of the Chamber/Lodging Committee to make distribution of the grant funds/Ayes: Baggett, Balmain, Erickson, Parker; Noes: Taber.

cc: Jeffrey G. Green, County Counsel
    Ken Hawkins, Auditor
    File
To: Board of Supervisors

From: Eric Erickson
       Garry Parker

Subj: Sub-Committee recommendations on Tourism promotion

On October 4, 1994, the Board referred to the sub-committee the issue of hiring a director for a new Tourism Bureau for Mariposa County. It is the sub-committee's belief that immediate implementation of a Tourism Bureau may be unnecessarily expensive and precipitous, and that other jurisdiction's experience may or may not be applicable to Mariposa. The following recommends that we hire professional assistance in evaluation and development of our promotion program, and hear the presentations on November 1, 1994, before we decide on the structure for a Tourism Bureau.

The sub-committee met on Friday, October 7, 1994 with Mr. Ed Hardy to discuss ways he might assist the County in forging a new course in our public information and advertising programs. Mr. Hardy offered us a $15,000, three month contract (plus travel with Board approval), to be effective on the approval of the Board, to immediately implement a promotional program to be used for measuring and evaluating future efforts with the following components:

1. Develop a public information program using Mariposa County employees to immediately stimulate increased tourism in the county, including supervision of the implementation of a series of quick and inexpensive promotional efforts;

2. Review and evaluate our existing advertising program, and recommend additions or deletions to more effectively focus our scarce promotional resources;

3. Develop a greater and more consolidated private sector promotion of Mariposa County by working with all affected parties within the County, as well as the surrounding region, including the National Park Service, Lodging Council, Chambers of Commerce, etc., to develop linkages and consensus on Mariposa County's appropriate role in regional promotion;

4. Draft long-term goals and a plan to implement the stated goals including evaluation criteria on their achievement.

It is the sub-committee's recommendation that the Board, recognizing Mr. Hardy's unique, long-term knowledge of the region, contract for his expertise in developing our ultimate approach to promotion.