Resolution transferring funds within the Advertising Fund ($5,000) and amending the agreement with the Mariposa County Chamber of Commerce to provide an "800" telephone number for Yosemite National Park area visitor information and services. (Pursuant to Board of Supervisors request).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On June 15, 1993 the Board of Supervisors requested that the Chamber of Commerce return on June 22, 1993 with a proposal to provide visitor information with an "800" telephone number.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION.

Revise proposal or elect not to fund the information service.

SPECIAL INSTRUCTIONS:

List the attachments and number pages consecutively:

2 page memo

BALANCE IN RESERVE FOR CONTINGENCIES,

if approved: $________

CLERK’S USE ONLY:

Resolution No.: 93-365

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: __________
**DEPT/DIV:** HCD/Advertising Fund  
**DATE:** 6/16/93  
**CONTACT:** Evelyn Billings  
**PHONE:** 966-5719

**ACTION REQUESTED:** (Check All That Apply)

- [x] Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;
- [ ] Transfer by Administrator: Moving existing appropriations within a single budget category between line items (i.e. services and supplies, etc.)
- [ ] Transfer by Auditor: Moving salaries between line items to accommodate variances internal to salaries; OR transfers within the County budget under $50.00 to accommodate minor variations from the budget.

<table>
<thead>
<tr>
<th>FUND/DEPT/ACCT NO.</th>
<th>LINE ITEM DESCRIPTION</th>
<th>AMOUNT (FROM)/TO</th>
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<tbody>
<tr>
<td>010-104-2-240</td>
<td>Undesignated</td>
<td>($5,000)</td>
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<tr>
<td>010-106-2-230</td>
<td>Chamber of Commerce</td>
<td>$5,000</td>
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</table>

**Justification:** 6/15/93 Board of Supervisors Direction  
**Department Head Signature:**  
**Approved By:** 
**Res. No.:** 93-365  
**Clerk:**  
**Date:** 6/16/93  
**Administrator:**  
**Date:** 6/22/93  
**Auditor's Use Only:**  
**Description:**  
**Transfer No.:**  
**B.R. No.:**  

Budget Action Form Revised 5/92
Proposal:

The Mariposa Chamber is the only chamber or visitor bureau in the Yosemite area that does not have an 800 access line for information. The adjoining counties experienced a significant increase in the number of informational calls when an 800 number was installed; therefore, we believe it would be a similar situation for our visitor center.

A voice mail feature along with a toll-free number would allow us to provide recorded information after normal business hours and respond to requests for literature on lodging, attractions, and activities.

We have investigated the feasibility and cost of installing a toll-free number at the Mariposa Visitor Center. The voice mail feature is not expensive unless there is a large number of mailboxes used in the system. The cost would be less than $100 per month. The expensive feature is the 800 number itself which is billed to the Chamber on a monthly basis along with a small monthly service fee. Daytime rate is 20 cents per minute; 15 cents for evenings; and 12 cents on week-ends and nighttime. Calls from out of state are about 20 percent higher.

We would propose limiting our service to within California initially, but would consider expanding to other states based upon the experience we gather from our initial program. After we get past our initial start-up phase, we would also consider a toll-free number for our Coulterville Visitor Center.

Cost of the proposed configuration of a toll-free number for the Mariposa Visitor Center which includes a small selection of voice mail boxes, installation fee, and monthly service charge is $7,500 for one year. This is the basis for our request.

YARTIS envisions a regional information network that gives travelers current road, weather, lodging, and other information under a grant provided by CalTrans. We believe that, once the YARTIS system is up and running, funds would be available for the Chamber to expand and improve our proposed toll-free number system and could relieve the County of helping the Chamber to fund the 800 number.

Advertisement:

The 800 number would be an ideal communication means for Yosemite and Mariposa travelers to dial a toll-free number to get current information on road conditions and accurate information on any Park restrictions.
Advertisement...continued:

The Chamber would advertise the 800 number as widely as possible any time it is anticipated the Park has traffic restrictions. We can see the number being displayed on temporary highway signs through the CalTrans short-range radio system, radio public service announcements, and displayed on the Highway 140 Express buses.

By giving area visitors an accurate source of information, we believe that much of the news media inaccuracies which occurred this past Memorial Day can be overcome. During the remainder of the year, the toll-free number would be displayed in Chamber brochures, advertisements, given to travel agencies, bus companies, and promoted in travel editorials.