

DEPARTMENT: Administration BY: John W. McCamman PHONE: 966-4744

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes\_\_\_ No\_x\_)  
Resolution authorizing publication of legal advertising in the  
Mariposa Gazette based upon negotiated rate per Board direction.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors has previously directed that the  
Administrative Officer negotiate a publication rate with the Mariposa  
Gazette. Attached is the least cost available from the Gazette for  
these publications. The County's previous rate was 32-cents per line.  
Staff is informed that that rate is not available from the Gazette.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. Authorize publication of legal advertising in the Gazette at the negotiated rate;
2. Do not authorize and go out to bid for legal advertising.
3. Continue negotiation with the Gazette.

COSTS: ( ) Not Applicable

A. Budgeted current FY \$ \_\_\_\_\_

B. Total anticipated costs \$ \_\_\_\_\_

C. Required additional funding \$ \_\_\_\_\_

D. Internal transfers \$ \_\_\_\_\_

SOURCE: ( ) 4/5ths Vote Required

A. Unanticipated revenues \$ \_\_\_\_\_

B. Reserve for contingencies \$ \_\_\_\_\_

C. Source description: \_\_\_\_\_

Balance in Reserve for Contingencies, \_\_\_\_\_

if approved: \$ \_\_\_\_\_

SPECIAL INSTRUCTIONS:  
List the attachments and number  
the pages consecutively:  
Letter from the Gazette

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CLERK'S USE ONLY:

Res. No.: 92-673 Ord. No. \_\_\_\_\_

Vote - Ayes: 3 Noes: Faber

Absent: Baggett Abstained: \_\_\_\_\_

Approved: Baggett ( ) 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

For Policy Determination

Submitted with Comment

Returned for Further Action

Comment: \_\_\_\_\_

\_\_\_\_\_

A.O. Initials: [Signature]

December 9, 1992

John McCamman,  
County Administrative Officer  
P.O. Box 784  
Mariposa, CA 95338

Dear John:

In response to the supervisors request for the Mariposa Gazette to publish their legal advertising, I am submitting the costs involved.

The open rate for legal advertising is 75¢ per line and 65¢ for repeats. Copy is set in 8.5 point type.

We have historically published for the county at our cost. This I feel is especially important in these times of budget constraints. Therefore the legal advertising rate for the county is 50¢ for the first issue and 40¢ for any repeats. This is based on a one column format. Should certain items require a two column format the amount is simply doubled.

Thank you for the opportunity to supply the legal advertising needs of the county.

Sincerely,



C. Ruth Campbell, owner

CRC/rjh