

DEPARTMENT: Tourism

BY: Susan T. Crain
PHONE: 966-3685

RECOMMENDED ACTION AND JUSTIFICATION: Request and recommend the Board of Supervisors approve The Visitors Bureau to develop and distribute a request for proposal to produce a Mariposa County Travel Guide for the year 2006. It has been three years since the last travel guide was produced. It is a standard in the travel industry to produce an annual travel guide to keep the information fresh and directed to the current trends in the community and the industry.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors has approved past publications.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: No new travel guide will be produced and the existing publication will continue to be outdated and incorrect based on changes in the community and will not be equivalent to those produced by our competitors.

Financial Impact? () Yes (x) No	Current FY Cost	Annual Recurring Cost:
Budgeted In Current FY? (x) Yes () No () Partially Funded		
Amount in Budget: \$ _____		List Attachments, number pages consecutively _____
Additional Funding Needed: \$ _____		None _____
Source:		_____
Internal Transfer _____		_____
Unanticipated Revenue _____ 4/5's vote		_____
Transfer Between Funds _____ 4/5's vote		_____
Contingency _____ 4/5's vote		_____
() General () Other		_____

CLERK'S USE ONLY:

Res. No.: 05-566 Ord. No. _____
 Vote - Ayes: 5 Noes: _____
 Absent: _____
 Approved
 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

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended
 No Opinion
 Comments: _____

 CAO: RA