

DEPARTMENT: VISITORS BUREAU BY: STEVE HAYES PHONE: 966-3685

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes No)

Request and recommend that the Mariposa County Board of Supervisors approves the following related to Mariposa County Tourist Information Signs.

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1. Approve and authorize the Visitors Bureau Director to sign an agreement with GS Images to produce five signs and provide all hardware, and shipping for \$5,265. In addition, State sales tax would add an additional \$381.71 to the project cost. The \$646.71 over the budgeted \$5,000 would be funded from cost savings in Visitors Bureaus operations. Staff is recommending GS Images as the vendor based upon the experience of the Inyo National Forest project involving nearly 700 signs and three vendors. (Agreement and GS Images proposal is attached). (Continued)

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board approved \$5,000 of funding for tourist information signs during budget hearings. The funds are available along with the \$20,000 available for 'Mariposa Beautification' in account number 001-0143-491.04-46.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

- Approve recommended actions.
- Approve recommended actions with changes.
- Negative or no action.

COSTS: Not Applicable

A.	Budgeted current FY		\$5,000.00
B.	Total anticipated costs	\$5,646.71	
C.	Required additional funding	\$	
D.	Internal transfers	\$646.71	

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:

- Continued narrative pages
- Agreement and GS Proposal
- GS Specifications
- Concept for Panels

SOURCE: 4/5ths Vote Required

A.	Unanticipated revenues	\$
B.	Reserve for contingencies	\$
C.	Source description:	

Balance in Reserve for Contingencies, if approved: \$

CLERK'S USE ONLY:

RES. NO.: _____ Ord. No. _____
 Vote - Ayes: _____ Noes: _____
 Absent: _____ Abstained: _____
 () Approved () Denied
 (S) 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 is on agenda as:
 Recommended
 Not Recommended
 For Policy Determination
 Submitted with Comment

Comment: _____

A.O. Initials: *JH*

2. Approve the following areas for sign placement:
 - Cathey's Valley County Park area,
 - Midpines County Park area,
 - Coulterville County Park area,
 - Mariposa Rest Stop area,
 - An area to be determined along the Highway 41 corridor would probably have to be on private property. The Fish Camp General Store owned by Ray Standley already has visitor information advertised and is provided there and may be a good location. If an area along the 41 corridor is not found the alternate recommended site is a high traffic area around Lakes McSwain or McClure which would have to be approved by Merced Irrigation District.

3. The signs will include the following elements:
 - a. Map of Mariposa County including Yosemite and one interpretive panel (please see concept). The Map would be 3' high by 4' wide and the interpretive panel would be approximately half that size.
 - b. Destination /Attraction photos around the map:
 - Big Trees
 - Glacier Point
 - Lakes McClure and McSwain
 - Calif. State Mining and Mineral Museum
 - Museums
 - Merced River / Rafting
 - Wildflowers / Wildlife
 - Yosemite
 - c. Metal frame, metal backing, leg brackets, and metal posts are included. Wooden leg posts may be used if desired and provided by County. Wall mount hardware is also available and costs less if that type of installation is advisable for any location.
 - d. The interpretive panels will be unique at each site. The proposed subjects of interpretation for each area are as follows:
 - Cathey's Valley County Park area - **Joaquin Murieta / Circle driving tour.**
 - Midpines County Park area - **Hites Cove Trail / wildflowers.**
 - Coulterville County Park area - **Historic Route to Yosemite / Bower Cave / J132.**
 - Mariposa Rest Stop area - **YARTS Service**
 - Fish Camp area - **Yosemite Pioneer History Center (alternate MID area – Highway 132 YARTS Service)**

4. It is proposed that the Mariposa County Parks and Recreation and other appropriate divisions of the Public Works Department assist in determining the best placement of the signs at the sites. The factors affecting placement will be: visibility to visitors, existing lighting, safety, maintenance, and orientation away from excessive UV light. A sign placed on private property or on MID property would be installed by either of those parties with Visitors Bureau in observance.

The purpose of the signs is to inform visitors about the areas they may want to visit in Mariposa County. Given the purpose, the location of the signs primarily at Mariposa County Park locations is appropriate. The content of the signs will be to benefit the general public. There will not be advertising for any individual business. However, a plastic dispenser for the Visitors Bureau tourist

brochure and or information about the Yosemite Extra Savings Program could be added. Every effort will be used to take advantage of existing lighting. Any additional lighting would be out side the scope of this project and would consequently require additional approval by County Planning. The Mariposa County Planning Department has been consulted on the sign project with recommendations incorporated into the proposed project.

The signs described in the GS Image proposal will be self-standing, long life signs, with a durable clear cover. The signs will be permanent and will not require protection from the elements and will not require changing of the content. As mentioned earlier the signs may be placed on walls with hardware designed for that purpose. If the best placement of some signs are deemed to be on a wall then they will be ordered from GS Images with the wall mount hardware which will cost less than the free standing units.

The Visitors Bureau proposes to test the usefulness of the signs by occasionally placing offers to bring a posted flyer to the visitor center for a free piece of Mariposite or other token gift.

DESCRIPTION OF SIGN CONSTRUCTION

The maps, pictures, and information will be embedded in clear fiberglass protective coverings. This is one of the most durable information sign processes available. It will resist graffiti because the fiberglass material resists paint solvents and also includes excellent UV protection of the imbedded media. The frame is aluminum on the wrap-around sides and the back. The post hardware is integrated into the frame and made of metal. An optional component to comply with the design review overlays for the Mariposa and Coulterville TPA's could be to build (by County DPW) a small wooden truss with wood shingles at an angle and overhanging approximately 6 inches similar to the display area at the courthouse where court schedules are posted. The frame and wood or metal posts would have a dark stained color.

The detailed design specifications and the GS Images Proposal are included.



COUNTY of MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

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MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors' Bureau Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: Mariposa County Tourist Information Signs; Res. 00-144

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on April 25, 2000

ACTION AND VOTE:

Steve Hayes, Visitors' Bureau Director;

Approval of the Following, Relative to the Mariposa County Tourist Information Signs:

- 1) Agreement with GS Images to Produce Five Full Color Signs (Approximately Eighteen Square Feet Each) and Provide All Hardware and Shipping in the Amount of \$5,646.71
- 2) Sign Placement in County Parks in Catheys Valley, Coulterville, Midpines, Mariposa Rest Area and a Private Property Site in Fish Camp or with MID Approval, Lakes McClure and McSwain Area
- 3) Sign Concept
- 4) Placement of Signs to Be Determined by the Mariposa County Public Works Department

BOARD ACTION: Steve Hayes advised of a change to request a formal bid process versus authorizing the agreement with GS Images at this time. Based on Supervisor Reilly's request, the remaining three items were continued to May 2, 2000. (M)Pickard, (S)Balmain, Res. 00-144 adopted authorizing a formal bid process to produce the signs/Ayes: Balmain, Stewart, Parker, Pickard; Excused: Reilly.

cc: File