

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

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

The Highway 132 Committee requests County support for their new annual event, the Coyote Howl. This year's event has been scheduled for May 22, 1999. The Highway 132 Committee is a new organization trying to develop their seed money to sponsor this and other events. The event is billed in part as an event for Northside residents to showcase their crafts, products, and services. This is the first year that the Highway 132 Committee has sponsored the 'Howl'. The Coulterville Lyons Club had previously sponsored this event. Residents may participate in booth space free of charge this year as part of the revitalization plan for this event. Last year's event was seriously challenged by the El Nino threat of rain. The Highway 132 Committee plans to receive limited funds through entry fees in the Howl and Horseshoe contests, a raffle, and through donations and sponsorships.

Other planned support includes:

1. The Mariposa County Chamber of Commerce will cover the event with their insurance.
2. The Visitors Bureau will include the 'Howl' in their regular advertising.
3. The Visitors Bureau will provide support for poster and flyer duplication and distribution.
4. The Mariposa County Visitors Centers will promote the event to visitors with posters and flyers.

The anticipated financial gap includes funding for a band (approximately \$400), cash prizes for the Howl and Horseshoe contests (approximately \$400).

On March 2, 1999 the Visitors Bureau will present a plan and draft policy for the inclusion of support for events in its annual budget plan. This plan will provide an advanced timeline and procedure for event developers to follow and for review by a Tourism Advisory Council Committee before inclusion in the following year's proposed budget. The use of Visitors Bureau advertising funds are already planned for this fiscal year.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has not provided direct support for this event in the past. The typical request by event promoters for support has been for the County to cover insurance by making an event an official County event. Requests for new events to be an official County sponsored event have been received in the last three years have been denied.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. The Visitors Bureau could assist the Highway 132 Committee obtain sponsors.
2. The Highway 132 Committee could request funds for the year 2,000 event through the Tourism Advisory Council.
3. Negative action may postpone this year's event until May of 2,000.

COSTS: () Not Applicable

A.	Budgeted current FY	\$ _____
B.	Total anticipated costs	\$ _____
C.	Required additional funding	\$ _____
D.	Internal transfers	\$ _____

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

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.: 99-51 Ord. No. _____

Vote - Ayes: _____ Noes: _____

Absent: _____ Abstained: _____

() Approved () Denied

() Minute Order Attached () No action necessary

ADMINISTRATIVE OFFICER'S RECOMMENDATION:
This item is on agenda as:

- _____ Recommended
- _____ Not Recommended
- For Policy Determination
- Submitted with Comment

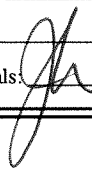
The foregoing instrument is a correct copy of the original on file in this office.

Date: _____

ATTEST: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California

By: _____
Deputy

Comment: _____

A.O. Initials: 



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: The Coyote Howl; Res. 99-51

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on February 16, 1999

ACTION AND VOTE:

Steve Hayes, Visitors' Bureau Director;
The Highway 132 Committee Requests County Financial Support for their New Annual Event, the Coyote Howl (Supervisor Balmain)

BOARD ACTION: Discussion was held. Steve Hayes advised that the Highway 132 Committee is a new organization and plans to sponsor the Coyote Howl, and he advised that the Visitors' Bureau could assist with promotion. Frank Shannon, Highway 132 Committee, provided input relative to their request for financial support – he requested \$115 or use of the County's porta-potties and \$800 for entertainment and prize costs for two years for the event. He also responded to questions relative to their organization. Further discussion was held. (M)Balmain, (S)Stewart, Res. 99-51 adopted supporting the Coyote Howl event, with support as offered by the Visitors' Bureau and Chamber of Commerce; and with funding of \$800 for entertainment and \$115 for porta-potties. Following discussion relative to the source of funding and cost estimates, motion was amended, agreeable with maker and second, to include authorization for \$1,000 to be expended from the Visitors' Bureau budget for this event. Ayes: Reilly, Balmain, Stewart, Pickard; Excused: Parker. Steve Hayes requested clarification as to whether a contract would be necessary or whether funds would be paid from the promotion line item. It was agreed that Steve Hayes would prepare a letter agreement between the Visitors' Bureau and the Committee outlining the purpose of the funding.

cc: Ken Hawkins, Auditor
File