RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes [ ] No [ ])
Request that the Mariposa County Board of Supervisors accepts the promotional work program of the Mariposa County Visitors Bureau for the first Quarter of fiscal year 1999-2000. And request that the Mariposa County Board of Supervisors provide further direction regarding the ongoing Visitor Bureau work program development and approval process as outlined.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board liaison committee to the Visitors Bureau has directed that a work program process be developed and presented to the Board.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

COSTS: (□) Not Applicable
A. Budgeted current FY $120,332.00
B. Total anticipated costs $120,332.00
C. Required additional funding $0.00
D. Internal transfers $0.00

SOURCE: (□) 4/5ths Vote Required
A. Unanticipated revenues $0.00
B. Reserve for contingencies $0.00
C. Source description: General Fund
Balance in Reserve for Contingencies, if approved: $0.00

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

1st Quarter Work Program

Work Program Process

CLERK’S USE ONLY:
RES. NO.: 99-2574 Ord. No.__________
Vote - Ayes:__________ Noes:__________
Absent:__________ Abstained:__________
( ) 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 is on agenda as:
Recommended ______ Not Recommended ______
For Policy Determination ______ Submitted with Comment ______

Comment: ______

A.O. Initials: ______

Action Form Revised 5/92
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors’ Bureau Director

FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: Promotional Work Program; Res. 99-254

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on August 17, 1999

ACTION AND VOTE:

Steve Hayes, Visitors’ Bureau Director;

A) Resolution Authorizing the Promotional Work Program of the Visitors’ Bureau for the First Quarter of Fiscal Year 1999-2000 and Provide Direction Regarding the Ongoing Visitors’ Bureau Work Program Development and Approval Process as Outlined

BOARD ACTION: Discussion was held with Steve Hayes relative to the promotional work program and the status of each element of the program. Discussion was also held relative to consideration of more countywide promotion versus focusing on promoting Yosemite. Janet Hogan, County Administrative Officer, suggested that the annual marketing plan include theme information and proposed ad content/copy; and that the Visitors’ Bureau and Tourism Advisory Council come back in November with recommendations for the second half of the fiscal year. Supervisor Balmain stated he feels there needs to be flexibility to consider things that come up during the year.

Ed Hardy advised that he sees every community having this type of discussion, and he feels it is important to have consistent advertising and to be committed to a marketing plan. He also stated that he feels the overall campaign should be parallel with Yosemite, as it is successful.

(M)Parker, (S)Balmain, Res. 99-254 adopted authorizing the promotional work program for the first quarter of this fiscal year as proposed, with a change to include information as suggested by the County Administrative Officer in the annual marketing plan/Ayes: Unanimous.

(M)Parker, (S)Balmain, direction was given to staff to continue to work on the following quarter based on the same guidelines as proposed, and to bring back with the cooperation of the Tourism Advisory Council, as soon as possible, the overall program for the balance of this fiscal year/Ayes: Balmain, Stewart, Parker, Pickard; Abstained: Reilly.

cc: Janet Hogan, County Administrative Officer
    Jeffrey G. Green, County Counsel
    File
### Proposed Summer 1999 Advertising Work Plan Elements

<table>
<thead>
<tr>
<th>Publication/Station</th>
<th>Distribution</th>
<th>Total Cost July - October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunset Magazine</td>
<td>1,425,000 per month</td>
<td>$14,967</td>
</tr>
<tr>
<td>VIA Magazine</td>
<td>2,475,000 every 2 months</td>
<td>$8,934</td>
</tr>
<tr>
<td>AAA – Tour Book</td>
<td>3,119,673</td>
<td>$16,731</td>
</tr>
<tr>
<td>Sierra Escape</td>
<td>27,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>KCBS</td>
<td>1 million per day</td>
<td>$18,500</td>
</tr>
<tr>
<td>California Magazine (Formerly Gold Country Magazine)</td>
<td>20,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>SFTV</td>
<td>1,000 per day hotels</td>
<td>$3,750</td>
</tr>
<tr>
<td></td>
<td>700 per day Visitor Center</td>
<td></td>
</tr>
<tr>
<td>California Travel Ideas Map</td>
<td>1 million / 6 months plus poly bagged with Better Homes and Gardens and Ladies Home Journal in October.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Merced Sun Star</td>
<td>17,200 / week</td>
<td>$1,000</td>
</tr>
<tr>
<td>California Snow</td>
<td>60,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>California Official State Visitors Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>485,000</td>
<td>$10,100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$89,732</strong></td>
</tr>
</tbody>
</table>
### Complimentary Work Plan Components

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation Planner Printing</td>
<td>100,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Bulk Mail Piece Printing</td>
<td>20,000</td>
<td>$2,100</td>
</tr>
<tr>
<td>Badger Ski Tickets</td>
<td>300</td>
<td>$4,500</td>
</tr>
<tr>
<td>Web-site</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>Promotional Items – Tee-shirts etc.</td>
<td>300</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$30,600.00</strong></td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td></td>
<td><strong>$120,332</strong></td>
</tr>
</tbody>
</table>
Mariposa County Visitors Bureau

Proposed Work Plan Development

Tourism Advisory Council

Following the final budget hearings in September the Tourism Advisory Council will begin to make recommendations to the Visitors Bureau Director in September and October each year for the next fiscal year. The Tourism Advisory Council will solicit and receive public comments about promotions.

Annual Marketing Plan Presentation

At the earliest available Board meeting date in January each year, the Visitors Bureau will present to the Board the proposed marketing plan for the following fiscal year.

Monthly Meetings with Liaison Committee

During monthly meetings with the Board liaison committee routinely discuss advertising plans that may need to change from the marketing plan. If changes are significant the changes will be presented to the full Board. This would provide Board members another opportunity to provide their suggestions on a monthly basis through the Board Liaison Committee Members and or the Director.

Quarterly Update Presentation

The Visitors Bureau Director will present to the Board of Supervisors a quarterly update on the progress of the plan that is being carried out in the current year and any anticipated changes in a preliminary plan. The meeting schedule should provide for ample time for Supervisors to comment. Upon Board request the Tourism Advisory Council or individual members could be present to answer questions or assist with portions of the presentation. The Public could be solicited to make comments at these meetings.

Summer Work Plan Approval

No latter than the Spring quarterly update, anticipated to be in March, the Director would present the complete work plan for Board approval of promotional items and related activities that would require expenditures between July 1 and September 30 each year. Due to some annual buying of advertising there may be some elements that will require approval prior to the spring meeting. At each quarterly Visitors Bureau presentation to the Board these items may be added to the summer work program.