

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

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 liason 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

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

1st Quarter Work Program  
Work Program Process

SOURCE:  4/5ths Vote Required

A.	Unanticipated revenues	\$
B.	Reserve for contingencies	\$
C.	Source description:	<u>General Fund</u>

Balance in Reserve for Contingencies, if approved: \$

CLERK'S USE ONLY:

RES. NO.: 99-254 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

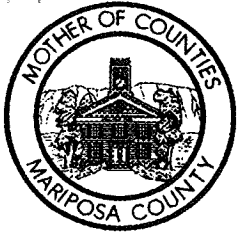
\_\_\_\_\_ For Policy Determination

\_\_\_\_\_ Submitted with Comment

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

\_\_\_\_\_

A.O. Initials: [Signature]



# COUNTY of MARIPOSA

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

**BOB PICKARD, CHAIRMAN**  
**GARRY R. PARKER, VICE-CHAIRMAN**  
**PATTI A. REILLY**  
**DOUG BALMAIN**  
**ROBERT C. STEWART**

**DISTRICT V**  
**DISTRICT IV**  
**DISTRICT I**  
**DISTRICT II**  
**DISTRICT III**



## 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**

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

Mariposa County Visitors Bureau

**Complimentary Work Plan Components**

<b>Item</b>	<b>Quantity</b>	<b>Cost</b>
Vacation Planner Printing	100,000	\$20,000
Bulk Mail Piece Printing	20,000	\$2,100
Badger Ski Tickets	300	\$4,500
Web-site		\$2,000
Promotional Items – Tee-shirts etc.	300	\$2,000
<b>TOTAL</b>		<b>\$30,600.00</b>
<b>GRAND TOTAL</b>		<b>\$120,332</b>

## 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 need 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.