

DEPARTMENT: Visitors Bureau BY: Steve Hayes PHONE: 966-2456

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

The following budget adjustments are requested which are completely funded from salary savings and intrabudget transfers with in the advertising fund. This fund is separate from the general fund. Following are explanations of the costs listed on page #2.

- The following adjustments are necessary to fund program costs of a new department which were not known during the budget process:
 - Visitors Bureau Assistant (Senior Office Assistant) Salaries and Benefits \$2,080.62 / mth.;
 - Copier Rental - Estimated 5,200 copies per month @ .0263 cents per copy;
 - Travel - participation in the Media Blitz was not anticipated during budget hearings. Additionally, the California Travel Market Trade show is new this year and was not anticipated, the Cost of these activities is approximately \$4,000.00. \$3,000.00 in transfers are requested;
 - Private Use of Vehicles - Currently private vehicles are used for travel to Association meetings, trade shows, and education. Attendance at association meetings ensures benefit to Mariposa County of state funding for regional associations.
- The Board instructed the Visitors Bureau Director to return in the Spring for appropriations for Courthouse Tour guides. Approximately 430 hours are anticipated through June 30, 1997. The salary cost is \$7.00 per hour.

(Continued on Page #2)

BACKGROUND AND HISTORY OF BOARD ACTIONS:
Fund Year 96-97 Budget Hearing, 9/10/97.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Visitor Bureau operations will be affected primarily due to additional expenses incurred for flood mitigation, and necessary program costs of a new department. If the Visitors Bureau Assistant position is not approved funds will be needed to continue temporary office help.

COSTS: <input type="checkbox"/> Not Applicable		SPECIAL INSTRUCTIONS:
A. Budgeted current FY	\$28,900.00	List the attachments and number
B. Total anticipated costs	\$28,900.00	the pages consecutively:
C. Required additional funding	\$ 0.00	
D. Internal transfers	\$28,900.00	

SOURCE: <input type="checkbox"/> 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.: 97-138 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:

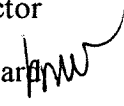
- Recommended
- Not Recommended
- For Policy Determination
- Submitted with Comment

Comment: See memo [Signature]

A.O. Initials: _____

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau Director
FROM: MARGIE WILLIAMS, Clerk of the Board 
SUBJECT: BUDGET ADJUSTMENTS FROM ADVERTISING FUND;
RES. 97-138

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on April 22, 1997

ACTION AND VOTE:

Steve Hayes, Visitors Bureau Director;

A) Resolution Authorizing Budget Adjustments Completely Funded from Salary Savings, Previously Unanticipated Revenue and Intrabudget Transfers within the Advertising Fund Separate from the General Fund

BOARD ACTION: Following discussion, (M)Parker, (S)Balmain, Res. 97-138 adopted approving County Administrative Officer's recommendations to increase travel account by \$3,000; increase private vehicle use account by \$2,100, increase Chamber of Commerce account by \$2,000; increase office expense by \$5,000; increase extra help for Courthouse Tour Guide Program by \$3,000; decrease salary and benefits accounts in an amount equal to the increases; deny the balance of the budget modification requests; and return \$13,800 to the General Fund. Further discussion was continued for the following hearing to be opened.

Further discussion was held concerning adjustments in the Visitors Bureau budget. Ayes: Reilly, Balmain, Stewart, Parker; Noes: Pickard.

cc: Ken Hawkins, Auditor
File

(Continued from page #1 of the Agenda Action Form - Background and History of Board Actions)

3. Appropriation transfers to the following accounts are needed due to flood recovery efforts:
 - Chamber - Additional Sunday visitor center staffing, copier usage, and long distance charges in excess of existing chamber contract;
 - Communications - phone calls and additional phone line installation, additionally 800 numbers are needed to track responses to marketing;
 - Office Expense - for postage, copies, photos, press kits, and temporary office help.

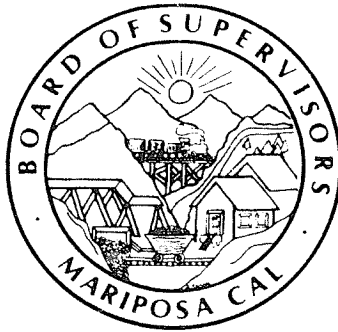
4. Appropriation transfers for the following fixed assets are needed for the following:
 - New Integrated Phone System to be used by Visitors Bureau, Visitors Information Center, and Chamber Office complex.
 - Lap-top Computer and extra monitor to be used by Visitors Bureau Director for office, travel, and trade show displays.

The following chart shows the sources and appropriations requested.

Description	Additional Appropriation Requested	Sources	Explanatory Notes on Pages 1 & 2
Salary Savings (Salary & Benefits)		\$27,000	
County Vehicle Expense		\$1,900	
Chamber	\$2,000		3
Extra Help - Courthouse Tour Guide	\$3,000		2
Extra Help - Visitors Bureau Assistant	\$4,161		1
Communications	\$2,639		3
Office Expense	\$5,000		3
Rentals Equipment: Copier	300		1
Travel	\$3,000		1
Private Vehicle Use	\$2,100		1
Lap-top Computer	\$3,500		4
New Phone System	\$3,200		4
TOTALS	\$28,900.00	\$28,900.00	

Mariposa County Board of Supervisors

District 1.....PATTI A. REILLY
District 2.....DOUG BALMAIN
District 3.....ROBERT C. STEWART
District 4.....GARRY R. PARKER
District 5.....BOB PICKARD



JANET HOGAN
County Administrative Officer

MARGIE WILLIAMS
Clerk of the Board

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April 15, 1997

TO: Board of Supervisors

FROM: Janet Hogan
County Administrative Officer

SUBJECT: Request from Visitors' Bureau Director to Modify Budget (Item 4A on
4/22/97 Agenda)

RECOMMENDATION:

1. Approve the following items as requested by the Visitors' Bureau Director:
 - A. Increase Travel account by \$3,000 to cover expenses already incurred for the California Travel Market Trade show and the "Media Blitz;"
 - B. Increase Private Vehicle Use account by \$2,100 to cover anticipated costs for the balance of the fiscal year;
 - C. Increase Chamber of Commerce account by \$2,000 to cover expenses already incurred for additional staffing, copier usage and long distance charges related to Yosemite National Park closure and special events;
 - D. Increase Office Expense account by \$5,000 to provide for expenditures for the balance of the fiscal year;
 - E. Decrease Salary and Benefits accounts in an amount equal to the increases approved above.
2. Provide direction regarding Courthouse Tour Guides, and if services are desired for May and June, approve an increase in the Extra Help account in the amount of \$3,000 and a decrease in the Benefits account in the amount of \$3,000.
3. Deny the balance of the budget modifications requested by the Visitors' Bureau Director; adjust the Visitors' Bureau budget reducing the General Fund contribution in an amount equal to the balance; and adjust the General Fund Interfund and Contingency budgets accordingly.



DISCUSSION:

The items requested by the Visitors' Bureau Director are all reasonable expenditures that would enhance Mariposa County's visitor attraction efforts. However, in light of our critical financial position due to the loss of revenue since the January flood, it is not possible for me to recommend all the requested budget changes at this time. The items that are recommended are for expenditures that have already been incurred or for basic operations of the office. The items that are not recommended are for expanded staffing and activities.

If the Board wishes to consider funding the program expansions, that would best be accomplished along with consideration of the Third Quarter Report on May 13, 1997 or with the 1997-98 budget.

If the Board approved the items as recommended by the County Administrator and funded the Courthouse Guides, \$13,800 could be returned to the General Fund.

BUDGET ACTION FORM

FUND	DEPT/DIV	ACCOUNT	DESCRIPTION	INCREASE	DECREASE
0305	0143	494.01-03	Salaries		\$7,000
0305	0143	494.03-01	Benefits		\$20,000
0305	0143	494.04-50	Co. Vehicle Expense		\$1,900
0305	0143	494.04-49	Travel	\$3,000	
0305	0143	494.04-57	Private Vehicle	\$2,100	
0305	0143	491.04-33	Chamber of Commerce	\$2,000	
0305	0143	494.04-17	Office Expense	\$5,000	
0305	0143	494.02-01	Extra Help (Courthouse Guides)	\$3,000	
0305	0143	309.16-00	Transfer In		(\$13,800)
0001	0161	427.07-85	Interfund Transfer Out--Advertising Cont.		\$13,800
0001	0104	414-1090	GENERAL CONTINGENCY	\$13,800	
TRANSFER BETWEEN FUNDS					
TOTALS				\$28,900	\$28,900

ACTION REQUESTED: (Check all that apply)

Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget, or appropriating Reserve for Contingencies;

Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget another, or between categories within a budget unit;

JUSTIFICATION: Modifications for Visitors' Bureau budget pursuant to BOS action on 4/22/97 including funding for Courthouse Guides through 6/30/97.

DEPT HEAD SIGNATURE Janet Hegan DATE 4/22/97
 APPROVED BY RES NO. 97-138 CLERK mm DATE 4-22-97

Visitors' Bureau/Interfund Transfers/Contingencies

AUDITOR'S USE ONLY BA #

Budget Revision Form Revised 11/95

