

97-297

MARIPOSA COUNTY  
BOARD OF SUPERVISORS

AGENDA  
ACTION FORM

DATE: July 15, 1997  
AGENDA ITEM NO.: 6

DEPARTMENT: Visitors Bureau

BY: Steve Hayes

PHONE: 966-2456

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

Recommend that the Board of Supervisors approve and authorize the Mariposa County Visitors Bureau Director to sign the attached contract between the Merced County Association of Governments and the Mariposa County Visitors Bureau. Under the contract the Visitors Bureau would promote and sell advertisement on the Yosemite Area Traveler Information System (YATI). This activity provides support for the YATI project which is one of the current approved goals of the Mariposa County Visitors Bureau (MCVB). Supported by the Yosemite Area Regional Transportation Strategy group (YARTS) which is supported by CalTrans and Yosemite National Park the YATI system provides authoritative Yosemite traveler information. YATI owns the YOSEMITE.COM Web address and promotes the site extensively. The other counties involved in YATI are assisting in the advertising on this system and Mariposa County businesses needs to be represented as well. The overall promotion efforts of the County are enhanced by the fact that people can see the various businesses available to provide them services.

The cost to the County other than staff time and minor supplies would be negligible and would supply revenue to offset related costs. The department staff time during contact with businesses gives opportunity to show how the Mariposa County Visitors Bureau benefits them. Additionally, this sales activity may assist the Visitors Bureau develop precedent for requesting fees for specific services. This would advance the goal of encouraging and maintaining cooperative funding when feasible. For instance many Visitors Bureaus are membership organizations that charge membership fees and fees for certain services provided free or at reduced cost to members. A portion of the sales proceeds will be returned to the Visitors Bureau that could be used to offset the cost of supporting the current kiosk location, costs of making sales, and any other costs that may be associated with supporting YATI. The fee for internet advertising for one year is \$150.00. Payments are made payable to YATI, Inc. \$50.00 would be paid by YATI, Inc. to MCVB for each ad sold.

YATI needs to develop and expand its advertising sales to provide sustainable funding for the future. It is an important asset to maintain and develop so that people any where in the world can instantly verify second hand information they hear about Yosemite.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:** Goal number eight of the Board adopted goals (12/12/95) directs the Mariposa County Visitors Bureau to support and implement the Yosemite Area Traveller Information System (YATI).

**LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:** No action would leave the development of ads for the YATI system in Mariposa County without promotion locally. The Mariposa County Visitors Bureau could sub-contract with a third party who would receive the revenue.

COSTS: (X) 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:

Contract

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 97-297 Ord. No. \_\_\_\_\_  
Vote - Ayes: 5 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

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

A.O. Initials: *JH*


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

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

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TO: STEVE HAYES, Visitors Bureau Director  
FROM: MARGIE WILLIAMS, Clerk of the Board   
SUBJECT: AGREEMENT WITH MERCED COUNTY ASSOCIATION OF GOVERNMENTS; RES. 97-297

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THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on July 15, 1997

ACTION AND VOTE:

**10:57 a.m.** Steve Hayes, Visitors Bureau Director;  
Resolution Authorizing the Visitors Bureau Director to Sign Agreement Between the Merced County Association of Governments and the Mariposa County Visitors Bureau to Promote and Sell Advertisement on the Yosemite Area Traveler Information System (YATI)

**BOARD ACTION:** Following discussion, (M)Parker, (S)Reilly, Res. 97-297 adopted, with changes as recommended in the agreement to reflect that the contractor will attempt to sell advertisement versus "shall" and correcting a typographical error/Ayes:  
Unanimous.

cc: Jeff Green, County Counsel  
Ken Hawkins, Auditor  
File