

97-317

MARIPOSA COUNTY
BOARD OF SUPERVISORS

AGENDA
ACTION FORM

DATE: August 5, 1997

AGENDA ITEM NO.: CA-1

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 prepare and release a request for proposal for the development of a revised edition of the Mariposa County Vacation Planner. The new addition of the vacation planner will contain ads. It is anticipated that respondents would be responsible for selling and designing ads, coordinating the production and printing of the vacation planner with the ads, and possibly adapting the existing format involving graphic art skills to incorporate advertising elements.

Most area vacation planners utilize advertising which typically pays for the cost of the vacation planners. This would be helpful for the Visitors Bureau this year in light of budget constraints. The Visitors Bureau's requested budget anticipates \$31,500 from this revenue source. The requested action is the first step toward realizing this potential revenue source and should be completed soon to prevent delaying the production of next year's vacation planner.

The Visitors Bureau Director will bring the completed RFP and completed proposals back to the Board for their review and with staff's recommendation for an award to lowest responsible bidder.

Copies of various vacation planners which incorporate advertising are available for the Board's review.

BACKGROUND AND HISTORY OF BOARD ACTIONS: This is new development for the vacation planner publication. There has been no previous action by the Board.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: No action would leave the development of the Vacation Planner behind schedule. Negative action would put in question the ability to anticipate additional revenues to support the Visitors Bureau this fiscal year.

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.: 97-317 Ord. No. _____
Vote - Ayes: _____ Noes: _____
Absent: _____ Abstained: _____
() Approved () Denied
(X) 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: *Jh*

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau Director
FROM: MARGIE WILLIAMS, Clerk of the Board 
SUBJECT: REVISED VACATION PLANNER; RES. 97-317

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on August 5, 1997

ACTION AND VOTE:

2:07 p.m. Consent Agenda item 1 - Discussion was held with Steve Hayes, Visitors Bureau Director, relative to the vacation planner and expenses and options. Steve advised that he hopes to receive the proposals for further consideration to be held during the Final Budget process. (M)Reilly, (S)Parker, item 1 was approved/Ayes: Unanimous.

CA-1 Resolution Authorizing the Visitors Bureau Director to Prepare and Release a Request for Proposal for the Development of a Revised Edition of the Mariposa County Vacation Planner (Visitors Bureau); Res. 97-317

cc: Ken Hawkins, Auditor
File