

DEPARTMENT: Visitors Bureau

BY: Steve Hayes

PHONE: 966-2456

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

Recommend that the Mariposa County Board of Supervisors approve and authorize the Board Chairman to sign the Agreement with New Times Publishing for production of the 1998 Mariposa County Vacation Planner. The Contractor assumes full financial responsibility for the publication of the Vacation Planner as specified in the Contract. The specifications may need to be adjusted during the design phase since this is the first time advertising will be incorporated in the Vacation Planner. Consequently the contract specifies that the Visitors Bureau Director may change the specifications by change order with the Contractor. The terms of the Contract outside the product specifications may not be changed without Board approval.

Originally the concept of selling ads was considered by the Visitors Bureau as a means to augment the department's revenue given the County revenue forecasts. Most Visitors Bureaus receive public funding and normally sell advertising as a way to augment revenue from the entities that benefit from their activities. At the time the concept was first presented to the Board it was not known that an entity would accept full financial responsibility for producing the Vacation Planner. While this arrangement does not produce the anticipated revenues neither does the proposed action incur costs for printing, design and advertising sales. Further, it reduces considerably staff and consumable costs that would be associated with an expanded project. There are some costs for the Vacation Planner that will continue as in the past which include costs for photography for the editorial sections only; and staff time to write, proof, and coordinate with Contractor.

The Agreement allows the Visitors Bureau Director input and quality control over the entire project.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board selected the proposal of New Times Publishing, Inc. at their meeting on 10/7/97 and directed the Visitors Bureau Director to negotiate an agreement and return to the Board for approval and adjustment to the Budget reflecting changes to expected revenue of \$31,500.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. No action may necessitate the revision of the existing product by the Visitors Bureau which may include selling advertising.
2. Approve the recommended action with a reduction to Visitors Bureau Anticipated Revenue and Appropriations.

COSTS: () 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:

Proposed Agreement

SOURCE: () 4/5ths Vote Required

A. Unanticipated revenues \$ _____

B. Reserve for contingencies \$ _____

C. Source description: _____

Balance in Reserve for Contingencies, if approved: \$ _____

Budget Action Form Alternative #2

CLERK'S USE ONLY:

RES. NO.: 97-402 Ord. No. _____

Vote - Ayes: 4 Noes: _____

Absent: Reilly 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

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: gh

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau Director

FROM: MARGIE WILLIAMS, Clerk of the Board *mw*

SUBJECT: RESOLUTION APPROVING AND AUTHORIZING CHAIRMAN TO SIGN THE AGREEMENT WITH NEW TIMES PUBLISHING FOR PRODUCTION OF THE 1998 MARIPOSA COUNTY VACATION PLANNER AND MAKE BUDGET REVISIONS (4/5THS VOTE REQUIRED)(\$31,500)

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on October 21, 1997

ACTION AND VOTE:

Steve Hayes, Visitors Bureau Director;
Resolution Approving and Authorizing Chairman to Sign the Agreement with New Times Publishing for Production of the 1998 Mariposa County Vacation Planner and Make Budget Revisions (4/5ths Vote Required) (\$31,500)
BOARD ACTION: Discussion was held. (M)Parker, (S)Balmain, Res. 97-407 adopted, with changes in the agreement as discussed/Ayes: Balmain, Stewart, Parker, Pickard; Excused: Reilly.

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

BUDGET ACTION FORM
Alternative #2

FUND	DEPT/DIV	ACCOUNT	DESCRIPTION	INCREASE	DECREASE
305	0143	494.04-31	Promotional		7,310
305	0141	308.11-00	Miscellaneous Revenue		31,500
305	0143	491.10-90	Contingency		24,190
001	0104	414-1090	GENERAL CONTINGENCY		
TRANSFER BETWEEN FUNDS					
TOTALS				<i>0</i>	<i>63,000</i>

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 *Adjust for contractual agreement which eliminates potential of receiving estimated revenue in the amount of \$31,500*

DEPT HEAD SIGNATURE *Stephen J. Flynn*

DATE *10/10/97*

APPROVED BY RES NO. *97-407*

CLERK *[Signature]*

DATE *10-21-97*

AUDITOR'S USE ONLY
 BA #