

MARIPOSA COUNTY
BOARD OF SUPERVISORS

AGENDA
ACTION FORM

DATE: November 4, 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 Mariposa County Board of Supervisors approve and authorize the Chairman to sign the Agreement with the Mariposa County Chamber of Commerce to operate the Mariposa County Visitor Information Centers in Mariposa and Coulterville. The terms are the same as last year.

The Mariposa County Chamber of Commerce has operated the Mariposa County Visitors Information Centers for several years. The current arrangement is satisfactory with the Mariposa County Visitors Bureau. It would be difficult for the Visitors Bureau to take on the operation of the information centers at this time. The Chamber and Visitors Information Center staff serve approximately 65,500 visitors per year. Visitors who receive consistent and timely information are more likely to have an experience in Mariposa County that they would like to repeat. There is also a value provided to County businesses who refer visitors to the Information Centers freeing up their employee's time.

Renewing this contract at this time of year seems well timed in relation to the County's budget process. All of the contractors that assist the Visitor's Bureau's mission could benefit by contracts that had an annual renewal date in November. This would allow for the County's annual review and budget hearings to take place prior to contract renewal. The decisions made during the budget hearings in September would then take affect in November. Direction is requested for future years if options for contract terms are appropriate.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board approved the budget line sufficient to fund this contract during final Budget hearings through the new term ending 6/30/98. The Board approved the extension of last year's contract on 7/8/97, Resolution 97-288.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. With no action the contract would expire, visitors information services would be interrupted, and the Visitors Bureau would need to find alternate office space or negotiate separately for existing office space.
2. Approve the recommended action.

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:

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.: 97-421 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: JH

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau Director

FROM: MARGIE WILLIAMS, Clerk of the Board 

SUBJECT: RESOLUTION APPROVING AND AUTHORIZING CHAIRMAN TO SIGN THE AGREEMENT WITH THE MARIPOSA COUNTY CHAMBER OF COMMERCE TO OPERATE THE MARIPOSA COUNTY VISITOR INFORMATION CENTERS IN MARIPOSA AND COULTERVILLE ; RES. 97-421, WITH DIRECTION FOR ADDITIONAL INFORMATION

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on November 4, 1997

ACTION AND VOTE:

Approval of Consent Agenda (See End of Minutes)

BOARD ACTION: Supervisor Parker pulled item 1. (M)Parker, (S)Balmain, balance of items were approved/Ayes: Balmain, Stewart, Parker, Pickard; Excused: Reilly. Discussion was held with Steve Hayes, Visitors Bureau Director, relative to item 1. Jan Mennig, Chamber of Commerce President, provided input relative to the duties involved in administrative support for visitor information services. Supervisor Parker requested that information and justification on the breakdown of the budget be provided in the future, along with information on whether there is any duplication of services or consolidations that could be made with regards to the new position created for Visitors Bureau. (M)Pickard, (S)Balmain, item 1 was approved/Ayes: Balmain, Stewart, Parker, Pickard; Excused: Reilly.

CA-1 Resolution Approving and Authorizing Chairman to Sign the Agreement with the Mariposa County Chamber of Commerce to Operate the Mariposa County Visitor Information Centers in Mariposa and Coulterville (Visitors Bureau); Res. 97-421, with direction for additional information

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