

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM EVANS, Housing and Community Development
Agency Director; and
MIKE COFFIELD, County Administrative Officer

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

SUBJECT: Tourism Development Report
Resolution Number 95-122
Resolution Number 95-123
Resolution Number 95-124

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on March 28, 1995

ACTION AND VOTE:

11:10 a.m. Recommendations of Ad Hoc Committee on Tourism Development Report (Supervisors Parker and Reilly)
BOARD ACTION: Supervisors Parker and Reilly presented their recommendations. Supervisor Parker clarified the following with regards to membership on the proposed Tourism Advisory Council: the representative of Mariposa Township would be from a downtown business, and the same with respect to the Northside representative. Board concurred with Supervisor Balmain's request to include Greeley Hill in the Northside membership area. Discussion was held concerning the recommendations and timeframes for implementation. Discussion was held concerning the need to review other issues in light of the closure of Highway 140 due to the storm damage and the economic impact to the businesses and the County. (M)Balmain, (S)Stewart, Board waived its rules requiring 72 hours agenda noticing to consider recommendations as a result of a meeting held with the merchants to implement immediate measures, finding recommendations were not known at the time the agenda was prepared and action is necessary prior to the next meeting to reduce the economic impact to the County and its businesses/Ayes: Reilly, Balmain, Stewart, Parker; Excused: Taber. Discussion was held concerning the following recommendations: 1) radio announcements relative to current access to Yosemite via Highways 132 and 41; 2) events in the County to assist financial impacts; and 3) implement a program to

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boost tourism as soon as Highway 140 is open. Jim Evans/Housing and Community Development Agency Director, provided input and advised of recommendations received from Alexandria Perrin Company for advertising. (M)Taber, (S)Balmain, direction was given for Housing and Community Development Agency Director to work with County Administrative Officer to select someone who is familiar with the County, the issues, and the Park personnel, with experience in radio, to initiate an immediate advertising program, and Res. 95-122 adopted designating \$5,000 in the Advertising Fund balance for this purpose/Ayes: Unanimous. Chairman Parker requested that daily contact be made with the Park Service. Supervisor Parker advised of request he made to the Chamber of Commerce to have a sign made to direct tourists to the Chamber's Office to obtain current road conditions during the road closure. (M)Taber, (S)Balmain, Res. 95-123 adopted approving reimbursement to the Chamber of Commerce for the directional sign in the approximate amount of \$280.00 from the Advertising Fund balance, and Supervisor Taber requested the previous Board's policy be reviewed relative to unbudgeted expenditures/Ayes: Unanimous. Supervisor Reilly thanked the Chamber for their efforts during the highway closures. (M)Balmain, (S)Stewart, Res. 95-124 adopted approving recommendations: 1) formation of a Tourism Advisory Council; 2) authorizing County Administrative Officer to execute a 60 day contract with Ed Hardy; and 3) approving anticipated functions of the permanent Visitors' Bureau Director/Ayes: Reilly, Balmain, Stewart, Parker; Noes: Taber.

cc: Ken Hawkins, Auditor
Chamber of Commerce