
HOUSING AND COMMUNITY DEVELOPMENT AGENCY
BY: James F. Evans

PHONE: 966-6121

RECOMMENDED ACTION AND JUSTIFICATION: (POLICY ITEM: YES_X_ NO__)

Discussion and possible action regarding the unallocated balance (estimated \$25,000) in the Advertising Fund. (Necessary during Visitor Bureau transition and adverse effects of the Highway 140 closure).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board recently authorized expenditures to address the adverse impacts of the Highway 140 road closure and has supported Advertising Fund efforts for several years.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION.

See attached staff memo.

- COSTS: () Not Applicable
- A. Budgeted CURRENT FY \$ 0
 - B. Total anticipated costs \$ 25,647
 - C. Required Add'l funding \$ _____
 - D. Internal Transfers \$ 25,647

SPECIAL INSTRUCTIONS:
List the attachments and number pages consecutively:

4 Page memo

- 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:
- Resolution No.: 95-139
- Ordinance No.: _____
- Vote - Ayes: 5 Noes: _____
- Absent: _____ Abstain: _____
- hms* () Approved () Denied
- () Minute Order Attached
- () No Action Necessary

ADMINISTRATIVE OFFICER'S RECOMMENDATION:
This item on agenda as:

- ___ Recommended
- ___ Not Recommended
- ___ Policy Determination
- ___ Submitted w/ Comment
- ___ Returned for further action

The foregoing instrument is a correct copy of the original on file in this office.
Date: _____

Comment: _____

ATTEST: MARGIE WILLIAMS
Clerk of the Board
County of Mariposa,
State of California

A.O. Initials: _____

By: _____
Deputy

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM EVANS, Housing and Community Development
Agency Director

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

SUBJECT: Discussion and Possible Action Regarding the
Unallocated Balance (\$25,000) in the Advertising
Fund.

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on April 4, 1995

ACTION AND VOTE:

9:29 a.m. Jim Evans, Housing and Community
Development Agency Director;

C) Discussion and Possible Action Regarding the
Unallocated Balance (Estimated \$25,000) in the Advertising
Budget

BOARD ACTION: Discussion was held. (M)Taber, (S)Balmain,
Res. 95-139 adopted approving funding for the following:
\$7,000 for Mariposa Spring Festival; \$400 for membership in
the Gold Country Visitors Association; and \$1,000 for
printing of brochures and postage; with the remaining
balance allocated for possible expenses of the Tourism
Director/Ayes: Unanimous. Board concurred with the
Courthouse Tour issue being brought back for further
consideration if it is not resolved.

cc: File
Ken Hawkins, Auditor



James F. Evans Director

**HOUSING AND COMMUNITY
DEVELOPMENT AGENCY**



- Calaveras/Mariposa County
Community Action Agency
- Head Start
- Housing Authority of the
County of Mariposa
- Recreation Programs

March 30, 1995

TO: Board of Supervisors
FROM: James F. Evans, Director *JE*
SUBJECT: ADVERTISING FUND: UNALLOCATED BALANCE

Approximately \$40,000 is unallocated Advertising Funds were identified in the Mid-Year Budget Review. These funds are available for allocation. On March 28, 1995, \$10,000 was allocated to create the Tourist Bureau Advisory Board, recruit the Tourism Director, and related activities and an additional \$5,000 was allocated for the emergency radio promotional campaign. I request your consideration of the following uses of the remaining unallocated Advertising Fund balance of approximately \$25,000:

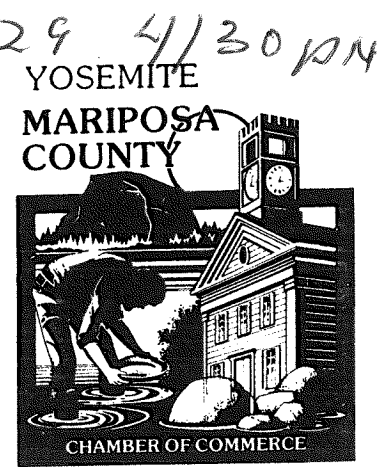
- (1) \$10,000 for possible expenses if the Tourism Director is employed as of June 1, 1995. This will provide for salary and overhead expenses for one month before adoption of the proposed FY 1995/96 Budget. If these funds are not utilized, they may be rolled over into next year for allocation by the Board.
- (2) \$6,947 for the Mariposa Spring Festival as proposed in the attached letter from the Yosemite Mariposa Chamber of Commerce Business and Professional Committee. I also request your approval of the County submitting an encroachment permit to CalTrans for use of the downtown sidewalks during the Spring Festival.
- (3) \$6,200 for expenses associated with Trade and Travel Shows as itemized in the attached. During the transition period in the formation of a Visitor's Bureau, I think it important to address
- (4) \$1,300 for one Courthouse Tour Guide for every Saturday and Sunday from April 29, 1995 thru July 2, 1995.
- (5) \$400 membership in the Gold Country Visitors Association. This membership will maintain Mariposa County's active participation with other Mother Lode Counties in trade shows.
- (6) \$800 for printing of brochures for distribution to 800 Number and other requests for information on Mariposa County.

The above requests total \$25,647 which is \$647 more than the unallocated balance in the Advertising Fund.

Yosemite Mariposa County Chamber of Commerce

MEMO

To: Mariposa County Board of Supervisors
From: Robert H. Kelley
Nancy Radanovich
Date: March 29, 1995
Re: Spring Publicity Event



The Mariposa Business & Professional Committee would like to help promote Highway 140 open with a special event and mailing of spring events to the San Joaquin Valley.

It is our goal to get the entire community involved by participating in the events.

The budget is not self supporting or a fund raiser. It has two purposes.

1. Inspire and build up the morale of our citizens.
2. Tell the San Joaquin Valley about Mariposa Events and the opening of Highway 140.

APRIL 29, 1995 MARIPOSA SPRING FESTIVAL

update 3/29/95
4:30 pm
FINAL

PUBLICITY:

1. Street Banner	\$700.00
2. Mailing to 4,000 valley residents (chambers bulk permit) (includes festival brochure and spring calendar)	640.00
3. Mailing to Mariposa Clubs and Organizations 100 x .32	32.00

Newspaper Ads:

Merced Sun Star	325.00
Fresno Bee	450.00
Modesto Bee	375.00

Radio:

20 ads KMJ and KUBB \$60.00 each	1,200.00
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Posters 100 x 75	75.00
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Brochures:

4 month spring emergency (April-July events (5,000)	450.00
12 month activity calendar (11x17) with pictures and text to replace the current calendar to run out July 1, 1995. (for trade shows and fairs)	
10,000	<u>900.00</u>

Publicity 5,147.00

II. Entertainment:

Disc Jockey and sound system 10 Hrs X 75.00 hr	750.00
Live Entertainment \$350.00 per group (3 hrs each)	
	<u>1,050.00</u>
Entertainment	<u>1,800.00</u>

The remainder of the activities will be self supporting or free entry cost to our citizens and guests.

Summary of costs:

Publicity	\$5,147.00
Entertainment	<u>1,800.00</u>
	<u>\$6,947.00</u>

III Proposed Events

1. 50 arts and crafts booths
2. Food booths
3. Wildflower tours/Photo tours
4. 8 hours of live music
5. Courthouse tours
6. Gold panning contest
7. Art galleries open
8. 2 museums open
9. Hamburger Cook Off
10. Best Spring Hat contest
11. Other

Trade Shows

* Orange County - April 1 & 2, 1995

Booth	\$850.00
Room (1)	125.00
Food (2 days)	70.00
Estimated Costs	<u>\$1045.00</u>

(2)A Travel Exchange

*	Fresno	April 7, 1995	SAME COST FOR EACH SHOW
	Ontario	April 25, 1995	
	Burbank	April 26, 1995	
*	Oakland	May 3, 1995	
*	San Francisco	May 4, 1995	

All Booths (each show)	\$595.00
Room	125.00
Food	70.00
Total Costs	<u>\$790.00</u>

* Show Biz Trade Show (Film Commission)

Booth	\$595.00
Room (1)	480.00
Food (2 days)	130.00
Taxi	2.50
Estimated Costs	<u>\$1,207.50</u>

* IMPORTANT

Summary of total Expenses

Orange County (4/1 + 4/2/95)	\$ 1,045
Travel exchange 5 x 790	3,950
Show Biz trade show	1,205
	<u>\$ 6,200</u>