

DEPARTMENT: Board

BY: Supervisor Parker
Supervisor Reilly

PHONE: 966-3222

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

Adopt the attached resolution formally establishing the Tourism Advisory Council.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On March 28, 1995, the Board established the Tourism Advisory Council by Resolution No. 95-124. The attached resolution sets out the formal structure and duties of the Council.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

- 1) Approve the resolution.
- 2) Do not approve and provide alternative direction.

COSTS: (x) Not Applicable

A. Budgeted current FY \$ _____

B. Total anticipated costs \$ _____

C. Required additional funding \$ _____

D. Internal transfers \$ _____

SOURCE: () 4/5ths Vote Required

A. Unanticipated revenues \$ _____

B. Reserve for contingencies \$ _____

C. Source description: _____

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

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:

CLERK'S USE ONLY:

Res. No.: 95-164 Ord. No. _____

Vote - Ayes: 4 Noes: Yelber

Absent: _____ Abstained: _____

Approved () Denied

X Minute Order Attached () No Action Necessary

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

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

Recommended

Not Recommended

For Policy Determination

Submitted with Comment

Returned for Further Action


Comment: _____

A.O. Initials: aw

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM EVANS, Housing and Community Development
Agency Director

FROM: MARGIE WILLIAMS, Clerk of the Board 

SUBJECT: Formal Resolution Establishing
Tourism Advisory Council;
Resolution Number 95-164

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on April 18, 1995

ACTION AND VOTE:

Resolution Formally Establishing the Tourism Advisory
Council (Supervisors Parker and Reilly)
BOARD ACTION: Discussion was held concerning the Council.
Supervisor Balmain expressed concern with being able to find
a non-lodging business representative for the northside as
many of the businesses are connected with the lodging
industry. Further discussion was held concerning the
structure of the Council and consideration of adding ex-
officio members. Board recessed at 11:18 a.m. and
reconvened at 11:30 a.m. (M)Balmain, (S)Reilly, Res. 95-164
adopted/Ayes: Reilly, Balmain, Stewart, Parker; Noes:
Taber.

cc: Ed Hardy, Tourism Consultant
Jeffrey G. Green, County Counsel
Mike Coffield, County Administrative Officer
Supervisor Reilly
Supervisor Parker

MARIPOSA COUNTY RESOLUTION NO. 95-164

A RESOLUTION ESTABLISHING THE TOURISM ADVISORY COUNCIL

BE IT HEREBY RESOLVED, by the Board of Supervisors of the County of Mariposa, a political subdivision organized and existing under the laws of the State of California, that the Tourism Advisory Council is hereby established as an advisory council for the Visitors Bureau. Said Council is established as follows:

SECTION 1, MEMBERSHIP:

A. The Council shall be established with nine (9) members, as follows:

1. A representative of the Bed and Breakfast Association to be appointed by the Board of Supervisors;

2. A representative of the Chamber of Commerce, who is actively engaged in non-lodging business, to be appointed by the Board of Supervisors;

3. A representative of the Highway 41 corridor (Fish Camp, Wawona, Yosemite West), who is actively engaged in non-lodging business, to be appointed by the Board of Supervisors;

4. A representative of the Lodging Council to be appointed by the Board of Supervisors;

5. A representative of the Mariposa township (downtown business representative) who is actively engaged in non-lodging business, to be appointed by the Board of Supervisors;

Res. No. 95-164
Tourism Advisory Council

6. A representative of the Northside (Buck Meadows, Coulterville, Lake Don Pedro, Greeley Hill) who is actively engaged in non-lodging business, to be appointed by the Board of Supervisors;

7. A representative of Tenaya Lodge, to be selected by Tenaya Lodge;

8. A representative of Yosemite Concession Services, to be selected by Yosemite Concession Services; and

9. A representative of Yosemite Motels, to be selected by Yosemite Motels.

B. If any one (1) member of the Council misses two (2) consecutive scheduled meetings without a valid excuse for those absences, then that member shall no longer be deemed a member of the Council, and the Board of Supervisors shall initiate proceedings to fill the vacancy.

SECTION 2, TERM AND MANNER OF APPOINTMENT:

A. The Council members shall be recruited in the following manner:

For the initial appointments, a notice shall be posted and advertised in the local newspapers once, soliciting six (6) candidates for appointment from the six (6) categories immediately below. For the following categories of membership, appointees will be selected from the applicants and appointed to the Council by the Board of Supervisors: Bed and Breakfast Association, Chamber of Commerce, Highway 41 corridor, Lodging Council, Mariposa township, and Northside. For the following categories of membership, appointees will be selected by the

Res. No. 95- 164
Tourism Advisory Council

company: Tenaya Lodge, Yosemite Concession Services, and Yosemite Motels.

B. The initial terms of office shall be made as follows for the following membership categories: Bed and Breakfast Association, Chamber of Commerce, Highway 41 corridor, Lodging Council, Mariposa township and Northside.

1. Two (2) members appointed for a period of one (1) year;
2. Two (2) members appointed for a period of two (2) years; and
3. Two (2) members appointed for a period of three (3) years. All subsequent appointments shall be for a period of four (4) years and until the appointment of a successor. Any member may be removed at any time and without cause by the Board of Supervisors. Any vacancy in the membership of the Council shall be filled for the unexpired term by appointment by the Board of Supervisors.

C. The terms of office for the following membership categories shall be continuous: Tenaya Lodge, Yosemite Concession Services, and Yosemite Motels. Any member may be removed at any time and without cause by the Board of Supervisors.

SECTION 3, OFFICERS:

A. The Council shall elect the following officers for a term of one (1) year:

1. Chairperson; and
2. Vice-Chairperson.

SECTION 4, MEETINGS AND QUORUMS:

A. The Council shall meet at the call of the Council Chair or at the request of a majority of the Council members. The initial meeting of the Council shall be called by the Consultant of the Visitors Bureau.

B. Business may not be conducted or transacted at a regular or special meeting without a quorum of five (5) members.

C. The by-laws and rules of conduct regarding the conduct of meetings as adopted by the Board of Supervisors shall govern the conduct of meetings by the Council unless the Council adopts their own by-laws and rules of conduct which shall not contravene the meeting and notice requirements contained herein.

SECTION 5, STAFF SUPPORT:

A. Secretarial support to the Council shall be provided by the Mariposa County Visitors Bureau, and responsibilities shall include the preparation of public notices, agendas, minutes, and similar duties, as can be reasonably provided.

B. Technical support to the Council shall be provided by the Visitors Bureau, and responsibilities shall include the preparation of special reports, planning documents, and obtaining such information as the Council deems necessary for the discharge of its responsibilities.

SECTION 6, DUTIES AND RESPONSIBILITIES:

A. The Council shall be appointed for the purpose of advising the Director of the Visitors Bureau relative to tourism related matters.

Res. No. 95-164
Tourism Advisory Council

1. Initially, the Council will work with the Consultant of the Visitors Bureau on formulating recommendations to the Board of Supervisors on the creation of the Visitors Bureau.

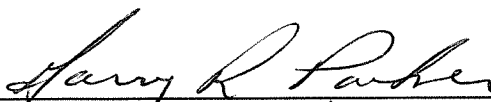
2. The Council will work with the Director of the Visitors Bureau to develop recommended infrastructure investments (capital projects) with the most potential for increasing tourism, for consideration by the Board of Supervisors during the fiscal year 1995-96 budget process.

3. The Council shall comply with the Ralph M. Brown Act.

BE IT FURTHER RESOLVED, the Board of Supervisors determines and orders that the Council shall discharge its responsibilities as assigned by the Board as an advisory body to the Visitors Bureau in a manner keeping with established County policy and with the support of the Board of Supervisors.

PASSED AND ADOPTED by the Board of Supervisors of Mariposa County on this 18th day of April, 1995, by the following vote:

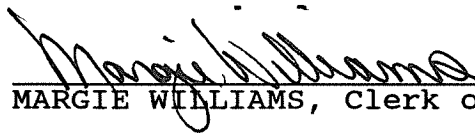
AYES:	REILLY, BALMAIN, STEWART, PARKER
NOES:	TABER
ABSTAINED:	NONE
EXCUSED:	NONE



GARRY R. PARKER, Chairman
Mariposa County Board of Supervisors

Res. No. 95-164
Tourism Advisory Council

ATTEST:



MARGIE WILLIAMS, Clerk of the Board

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:



JEFFREY G. GREEN, County Counsel

a:tourism