

DEPARTMENT: Board BY: Supervisor Erickson PHONE: 966-3222  
Supervisor Parker

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

Committee recommendation regarding the proposal submitted by the Southern Yosemite Visitors Bureau to provide visitor services in the Fish Camp/Wawona/Yosemite West area.

Pursuant to the Board's direction on June 28, 1994, the Board's Committee, comprised of Supervisors Erickson and Parker, has scheduled a meeting with the Southern Yosemite Visitors Bureau, and the Committee's recommendations will be presented on Tuesday.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has discussed this issue on several occasions in context with the Chamber's proposal and the Southern Yosemite Visitors Bureau's proposal. Direction was given to a Board committee to review and present recommendations.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

- 1) Contract with the Southern Yosemite Visitors Bureau.
- 2) 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.: 94-293 Ord. No. \_\_\_\_\_  
Vote - Ayes: 5 Noes: \_\_\_\_\_  
Absent: \_\_\_\_\_ Abstained: \_\_\_\_\_  
( ) Approved ( ) Denied  
 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: 

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

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TO: SUPERVISOR ERICKSON  
SUPERVISOR PARKER

FROM: JANET BIBBY, Deputy Clerk of the Board *J.B.*

SUBJECT: Committee Recommendation Regarding the  
Proposal Submitted by the Southern  
Yosemite Visitors Bureau to Provide  
Visitor Services in the Fish Camp/Wawona/  
Yosemite West Area

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THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,  
ADOPTED THIS Order on July 11, 1994

ACTION AND VOTE:

**10:00 a.m.** Committee Recommendation Regarding the Proposal Submitted by the Southern Yosemite Visitors Bureau to Provide Visitor Services in the Fish Camp/Wawona/Yosemite West Area (Supervisors Erickson and Parker)

**BOARD ACTION:** Supervisors Parker and Erickson presented recommendations, with discussion following. Submitted recommendations are as follows: Staffing of Visitors Bureau 6 hours Sundays all year round, for a total of 312 hours. Expand daily operations from 4:00 p.m. to 7:00 p.m., from May through September, for a total of 300 hours. From October through April, 8 hours a week for a total of 208 hours. Bureau's administration - the Executive Director and present office staff. Three pages of information in the Southern Yosemite Visitors Guide regarding Fish Camp, Wawona, and Yosemite West. A direct telephone line into the office, answered by a 'real person' daily and by an answering service during evenings and weekends. Overhead costs (totaling \$19,875) associated with keeping the Visitors Bureau open an additional 20 hours per week, supplies, maintenance, and duplication costs for mailing Visitors Guide up to 600 copies were submitted as follows: Wages and taxes - \$11,500, phone and answering service - \$1,300, rent - zero, supplies and maintenance and utilities - \$400, office equipment - zero, postage - \$725, copying - \$250, and information advertising (3 colored pages) - \$5,700. (M) Taber, (S) Parker, Res. 94-293 adopted approving recommendations for Mariposa 41 Connection, submitted by the Southern Yosemite Visitors Bureau,

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July 11, 1994  
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Oakhurst, California, setting aside \$5,700, until it is needed and a suitable type of advertising is selected/Ayes: Unanimous. Brian Curtis, U.S. Forest Service/Southern Visitors Bureau, indicated to the Board that the Visitor Bureau will need direction before October concerning whether to proceed with the Visitors Guide, concerning advertising expenditure. Included in motion, direction was given that a contract is to be prepared, reflecting proposal by the Southern Yosemite Visitors Bureau.

cc: Supervisor Taber  
Jeffrey G. Green, County Counsel  
Jim Evans, Housing and Community  
Development Agency Director  
File