
HOUSING AND COMMUNITY DEVELOPMENT AGENCY
BY: James F. Evans

PHONE: 966-6121

RECOMMENDED ACTION AND JUSTIFICATION: (POLICY ITEM: YES___ NO_X_)

Discussion and Possible Action regarding Tourism Promotion including the FY 94/95 Lodging Council Matching Property Grant Program. (Previous Board Direction).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors has discussed Tourism Promotion often in the past few months.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION.

See attached memo.

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

SPECIAL INSTRUCTIONS:
List the attachments and number pages consecutively:
____ 2 page memo _____
____ 4 page Matching Grant _____
____ 12 page proposals _____

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.: 94-427
Ordinance No.: _____
Vote - Ayes: _____ Noes: _____
Absent: _____ Abstain: _____
() 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: W

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: Tourism Promotion
Resolution Number 94-427

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on October 4, 1994

ACTION AND VOTE:

10:10 a.m. Jim Evans, Housing and Community Development
Agency Director;

B) Discussion and Possible Action Regarding Tourism
Promotion Including the Fiscal Year 1994/95 Lodging Council
Matching Property Grant Program

BOARD ACTION: Discussion was held with Jim Evans. John
Poimiroo/State Director of Tourism, presented information on
the status of State issues affecting tourism and commented
on the County's proposal to create a tourism promotional
effort. Input was provided by the following: Bud Swift
asked about the affect of surrounding areas on traffic to
the Park. Brian Kemmer/representing the Bed and Breakfast
Association for the Lodging Council, referred to the
Association's letter of concerns. John Earle presented
ideas for increasing tourism to the County. Lyn Maccarone
suggested a five year commitment and a tracking system for
projects be implemented for the tourism effort. Ken
Gosting/consultant representing VIA Adventures, referred to
the success of the bus transportation program and requested
time on a future agenda to make a presentation on tourism -
Board concurred with scheduling the presentation on November
1, 1994, at 2:00 p.m. Discussion was held concerning the
proposed tourism effort and the Lodging Council program.
Wayne Schulz asked about continuation of programs with the
formation of the tourism effort. Ann Sparks/Chamber of
Commerce, asked about the status of promotional activities.
Board recessed at 11:37 a.m. and reconvened at 11:55 a.m.
Continued discussion was held concerning the contract with
the Chamber, tourism effort, and the Lodging Council
program. Input was provided by the following: Mary
Sherlock; and Herb Gloor who advised that he will not draw

MINUTE ORDER
October 4, 1994
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his allocation of the Lodging Council program funds so that they could be used with the new tourism effort.

(M)Erickson, (S)Parker, Res. 94-427 adopted authorizing Auditor to draw warrants for Lodging Council program for allocations under \$1,000 in conformance with the present format of the Lodging Council program; and direction was given for staff to contact the others to see how they feel about their allocation and bring back information on October 11, 1994/Ayes: Unanimous. Following further discussion, direction was given to Board Sub-committee to work with County Counsel and County Administrative Officer and bring back recommendations for professional services contract for the tourism effort for October 11, 1994. Board concurred with taking no further action on the Chamber's contract until the other issues are resolved; and direction was given for Housing and Community Development Agency Director to contact the Chamber and see how much of the \$12,000 promotional allocation can be realized as savings.

cc: Mariposa Chamber of Commerce
Mike Coffield, County Administrative Officer
Jeffrey G. Green, County Counsel
File



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

September 27, 1994

TO: Board of Supervisors

FROM: James F. Evans, Director *JFE*

SUBJECT: TOURISM PROMOTION

There have been several discussions and Board actions regarding tourism promotion in Mariposa County. During adoption of the Proposed FY 94/95 Budget, 50% of the funding for the existing contract with the Chamber of Commerce was placed in an "unallocated" line item in the Advertising Fund. On August 16, 1994, the Board directed Supervisors Erickson and Parker "to meet with people in the business community concerning tourism promotion" and for the HCD Director "to contact advertising agencies for preliminary information on alternatives available". During Advertising Fund Budget deliberations, approximately \$150,000 was directed to "be allocated for a visitor center program to be further discussed...possibly October, 1994, if information is available".

Mariposa County Lodging Council Matching Grant Program

For several years, the County has providing funding for this Program. It is designed to facilitate new advertising by providing a grant to lodging establishments to offset the cost of new or continued advertising or other forms of promotion such as trade shows, brochures, etc. Attachment A details the FY 94/95 requests approved by the Lodging Council. The \$70,000 County contribution leverages a total promotional budget of approximately \$238,000.

Information has been received that indicates Yosemite Concession Services desires to participate in the Matching Grant Program. This would drastically change funding allocations in the FY 95/96 Program.

Does the Board of Supervisors approve funding for the FY 94/95 Matching Grant Program funding as presented in Attachment A? Should the Program be revised considering the possibility of YCS involvement?

Provision of Tourism Promotion

Four alternatives have been discussed:

- 1) Formation of a nonprofit tourism/visitor bureau with membership consisting of the Lodging Council and other tourism businesses. This organization would contract with the County for promotional services.
- 2) Establish a Director of Tourism who directly reports to the Board of Supervisors and establishes the promotional campaign. The Lodging Council or visitor bureau could act in an advisory role.
- 3) Contract with an outside advertising firm to conduct the promotional campaign.
- 4) Continue to contract with the Yosemite Mariposa Chamber of Commerce but revise the current scope of services to include an enhanced promotional campaign.

Alternatives 1, 2, or 3 will require more time to implement than alternative 4 since the County already has an agreement with the Chamber.

Attached to this memorandum are letters from two advertising firms, Jerry Fisher of Yosemite Motels, and Ken Gosting (and VIA Adventures).

Thank you for your consideration of this matter.