
HOUSING AND COMMUNITY DEVELOPMENT AGENCY
BY: James F. Evans

PHONE: 966-6121

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

Discussion and Action regarding the FY 1994/95 Lodging Council Matching Grant Program. (Pursuant to Board Direction on October 4, 1994).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has authorized the Program for several years. Considering the enhanced County promotional campaign and Yosemite Concession Service's interest in the Program, it is time to evaluate the Program in its present form. At the 10/4/94 Board meeting, small property grants in the aggregate amount of \$5,345 were approved (balance = \$64,655) and staff was directed to contact other property owners regarding their interest in contributing their "matching grant" to the County's promotional campaign.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION.

- 1) Discontinue Program and earmark funding towards County's campaign. 2) Approve lesser grants to properties.

COSTS: () Not Applicable
A. Budgeted CURRENT FY \$ 70,000
B. Total anticipated costs \$ 5,345
C. Required Add'l funding \$ (64,655)
D. Internal Transfers \$ _____

SPECIAL INSTRUCTIONS:
List the attachments and number pages consecutively:

SOURCE: () 4/5ths vote required
A. Unanticipated revenues \$ _____
B. Reserve for contingencies \$ _____
C. Source description: _____
Balance in Reserve for Contingencies, if approved: \$ 137,800

CLERK'S USE ONLY:
Resolution No.: 94-436
Ordinance No.: _____
Vote - Ayes: _____ Noes: _____
Absent: _____ Abstain: _____
() Approved () Denied
(X) 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: 1994/95 Lodging Council Matching Grant Program
Resolution Number 94-436

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

ACTION AND VOTE:

9:10 a.m. Jim Evans, Housing and Community Development
Agency Director;

A) Discussion and Action Regarding the Fiscal Year
1994/95 Lodging Council Matching Grant Program; and
Recommendation from Board Sub-committee on Direction for
Director of Tourism Bureau

BOARD ACTION: Supervisors Erickson and Parker presented the
Committee's report. Mike Coffield/County Administrative
Officer, advised of status of funding allocation for Chamber
activities - the advertising budget and Lodging Council
program allocation has been committed. Discussion was held
concerning the Lodging Council Program and Committee's
recommendation to implement promotional program.

(M)Erickson, (S)Parker, direction was given to County
Counsel to draft an agreement with Ed Hardy to implement a
promotional program, and request his opinion on the Lodging
Council Matching Grant program. Motion was withdrawn by
maker, agreeable with second, and restated to direct County
Counsel to prepare the agreement with Ed Hardy for approval
by the Board on an upcoming agenda/Ayes: Unanimous.
Following further discussion, (M)Balmain, (S)Baggett (who
passed the gavel), Res. 94-436 adopted approving funding for
the Lodging Council Matching Grant program, as structured by
the existing allocation, with notice to be given that the
future of the program will be reconsidered with Mr. Hardy's

MINUTE ORDER
October 11, 1994
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recommendation. Motion was amended, agreeable with maker and second, advising that, on behalf of the lodging industry, the Board has chosen to ratify the unauthorized action of the Chamber/Lodging Committee to make distribution of the grant funds/Ayes: Baggett, Balmain, Erickson, Parker; Noes: Taber.

cc: Jeffrey G. Green, County Counsel
Ken Hawkins, Auditor
File

Mariposa County Board of Supervisors

District 1 ARTHUR G. BAGGETT, JR.
District 2 DOUG BALMAIN
District 3 ERIC J. ERICKSON
District 4 GARRY R. PARKER
District 5 GERTRUDE R. TABER





MIKE COFFIELD
County Administrative Officer

MARGIE WILLIAMS
Clerk of the Board

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To: Board of Supervisors

From: Eric Erickson 
Garry Parker 

Subj: **Sub-Committee recommendations on Tourism promotion**

On October 4, 1994, the Board referred to the sub-committee the issue of hiring a director for a new Tourism Bureau for Mariposa County. It is the sub-committee's belief that immediate implementation of a Tourism Bureau may be unnecessarily expensive and precipitous, and that other jurisdiction's experience may or may not be applicable to Mariposa. The following recommends that we hire professional assistance in evaluation and development of our promotion program, and hear the presentations on November 1, 1994, before we decide on the structure for a Tourism Bureau.

The sub-committee met on Friday, October 7, 1994 with Mr. Ed Hardy to discuss ways he might assist the County in forging a new course in our public information and advertising programs. Mr. Hardy offered us a \$15,000, three month contract (plus travel with Board approval), to be effective on the approval of the Board, to immediately implement a promotional program to be used for measuring and evaluating future efforts with the following components:

1. Develop a public information program using Mariposa County employees to immediately stimulate increased tourism in the county, including supervision of the implementation of a series of quick and inexpensive promotional efforts;
2. Review and evaluate our existing advertising program, and recommend additions or deletions to more effectively focus our scarce promotional resources;
3. Develop a greater and more consolidated private sector promotion of Mariposa County by working with all affected parties within the County, as well as the surrounding region, including the National Park Service, Lodging Council, Chambers of Commerce, etc., to develop linkages and consensus on Mariposa County's appropriate role in regional promotion;
4. Draft long-term goals and a plan to implement the stated goals including evaluation criteria on their achievement.

It is the sub-committee's recommendation that the Board, recognizing Mr. Hardy's unique, long-term knowledge of the region, contract for his expertise in developing our ultimate approach to promotion.

