

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: MIKE EDWARDS, Public Works Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: Request from VIA Charter Lines to Use
"Yosemite Connection" for Advertising
"Highway 140 Express Service"
Resolution Number 94-556

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on December 20, 1994

ACTION AND VOTE:

11:38 a.m. Request from VIA Charter Lines to Use "Yosemite
Connection" for Advertising "Highway 140 Express Service"
BOARD ACTION: (M) Erickson, (S) Balmain, Res. 94-556 adopted
approving request/Ayes: Baggett, Balmain, Erickson, Parker;
Excused: Taber.

cc: Jim Eutsler, Community Services Director
Curtis A. Riggs, President of VIA Adventures
File



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December 15, 1994

Honorable Art Baggett, Chairman
MARIPOSA COUNTY BOARD OF SUPERVISORS
Post Office Box 784
Mariposa, CA 95338

Dear Supervisor Baggett:


As repeatedly suggested by individual members of the Board of Supervisors, and as underscored in the report, "Highway 140 Service Evaluation" by Nelson-Nygaard Associates, there is need for enhanced marketing to increase ridership on transit services to Yosemite.

Spot surveys by VIA have demonstrated that the term "Highway 140 Express" used to designate the transit service through Mariposa County, has an inherent name identification problem. While Yosemite is a destination for international travelers, "Highway 140" connotes little or no special significance to travelers who are other than Merced or Mariposa County residents.

By contrast, the name "Yosemite" can be given inference in Paris or London and the potential tourist to Mariposa County has a mental picture of the significance and the general location.

As part of the strategy now being developed by VIA for the route to Yosemite, permission is requested for the term "Yosemite Connection" to be used in public relations, marketing, public information and promotional ventures. VIA believes that such permission is integral to establishing means through which there will be increased ridership, which will lead to better economic conditions within the county.

Sincerely,


CURTIS A. RIGGS
President

CAR/csg