

DEPARTMENT: VISITORS BUREAU BY: STEVE HAYES PHONE: 966-3685

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

Recommend that the Mariposa County Board of Supervisors approve the attached request for proposal (RFP) to be sent out to prospective Vacation Planner printers.

The RFP includes specifications and anticipated timelines. The recommended terms in the RFP allows a printer to invoice up to 10% for firm scheduling of a print date. Scheduling a print date represents a significant commitment by the printer. In addition, the recommended RFP indicates that the **most qualified** respondent will be recommended to the Board of Supervisors. Price will be an important factor in determining the recommendation to the Board. A proposal summary sheet for each RFP received will be included with the recommended proposal for the Board's information.

The anticipated date for returning to the Board with a recommended response and contract is January 4, 2000. The Board instructed that the anticipated revenue in the Visitors Bureau budget is to be watched carefully prior to obligations for printing. A survey of advertisers is being made to obtain advertising commitments. The plan is to obtain the necessary advertising commitments prior to returning to the Board with a contract for printing. Based on the existing advertising, receipts should generate the amount of revenue anticipated in the budget.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The previous edition of the Vacation Planner was produced by a company who retained the advertising payments to produce the Vacation Planner. The procedure planned for this year differs in that the Visitors Bureau will receive revenue for the advertising to offset the costs of printing.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. Approve the action as requested.
2. Make changes and approve the RFP with changes.
3. No action would postpone the Vacation Planner completion date.

COSTS: Not Applicable

A. Budgeted current FY \$ _____

B. Total anticipated costs \$ _____

C. Required additional funding \$ _____

D. Internal transfers \$ _____

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

Proposed RFP

SOURCE: 4/5ths Vote Required

A. Unanticipated revenues \$ _____

B. Reserve for contingencies \$ _____

C. Source description: _____

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

List of Printers

CLERK'S USE ONLY:

RES. NO.: 49-362 Ord. No. _____

Vote - Ayes: 4 Noes: _____

Absent: Parker Abstained: _____

Approved () Denied

Minute Order Attached () No action necessary

ADMINISTRATIVE OFFICER'S RECOMMENDATION:

This item is on agenda as:

_____ Recommended

_____ Not Recommended

_____ For Policy Determination

_____ Submitted with Comment

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

Comment: _____

A.O. Initials: JH



COUNTY OF MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

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MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors' Bureau Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: Prospective Vacation Planner Printers

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on December 7, 1999

ACTION AND VOTE:

2:16 p.m. Steve Hayes, Visitors' Bureau Director;

A) Resolution Approving Request for Proposal (RFP) to Be Sent Out to Prospective Vacation Planner Printers

BOARD ACTION: Discussion was held relative to the request, including the change in the process for the advertising, timeframes, and whether the YARTS demonstration bus project would be included.

(M)Balmain, (S)Stewart, Res. 99-362 adopted, with the change as recommended by County Counsel that payment would be made upon receipt of the product and to the satisfaction of the Visitors' Bureau Director/Ayes: Reilly, Balmain, Stewart, Pickard; Excused: Parker.

cc: File