

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

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

Recommend that the Board approve and authorize the Chairman to sign the Counties Exhibits Entry Form for the California State Fair for the 1999 State Fair.

During the eighteen days of the State Fair an estimated 700,000 visitors view the County Exhibits. Included with this request are: The Statement of Purpose from 1998; A map showing the Counties exhibiting in the 1997 State Fair; and The 1999 California State Fair Counties Exhibit Schedule.

The terms and conditions of involvement are the same as in previous years except that this year the Visitors Bureau Director along with Dwight Oliver are requested to be the official representatives. The Mariposa County Chamber of Commerce is contracting with the same builder as in the past, Gaffney Display. The Visitors Bureau is paying the builder directly. As in the past any cash awards received for the exhibit will belong to the builder. This has kept the cost of the exhibit construction low and provides an incentive for the exhibit builder to create a competitive exhibit.

The Visitors Bureau intends to request community service groups to sign up for their day(s) at the state fair. During their day they will distribute the County Vacation Planner and other County information along with information about their group's event(s). Groups who wish to participate must have an event or other activity that will encourage visitation to Mariposa County or exemplify qualities of life attractive to businesses and residents. A manned booth increases interest and promotion benefit to the County.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board approved the proposed arrangement in Resolution 98-101, on 4/7/98. The arrangement has been the same for several years. The Board appropriated \$5,000 in the Visitors Bureau budget for the current fiscal year.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. Ask volunteers to build the exhibit each year.
2. Hold a competition each year for a local non-profit group to create an exhibit concept and contract with the winners to pay for materials not to exceed a fixed amount.
3. Elect not to have a Mariposa County exhibit.

COSTS: (X) 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:

Counties Exhibits Entry Form

1998 Statement of Purpose

1997 Exhibiting Counties

1999 California Exhibit Schedule

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:

RES. NO.: 99-69 Ord. No. _____

Vote - Ayes: 4 Noes: _____

Absent: Pickard 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

Comment: _____

A.O. Initials: SH

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



COUNTY of MARIPOSA

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

PATTI A. REILLY, CHAIR
BOB PICKARD, VICE-CHAIRMAN
DOUG BALMAIN
ROBERT C. STEWART
GARRY R. PARKER

DISTRICT I
DISTRICT V
DISTRICT II
DISTRICT III
DISTRICT IV



MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors' Bureau Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: California State Fair; Res. 99-69

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on March 2, 1999

ACTION AND VOTE:

Approval of Minutes of 1/26/99, 2/2/99, and 2/16/99 Regular Meetings

BOARD ACTION: Minutes of 1/26/99 were approved. Approval of minutes of 2/2/99 and 2/16/99 were continued to March 9, 1999.

Consent Agenda item 1 – Supervisor Stewart requested additional information from Steve Hayes, Visitors' Bureau Director, relative to Mr. Hayes' request to be the official representative for the State Fair. Steve Hayes advised that he would like to increase his participation by attending Fair meetings and requesting civic organizations to volunteer at least four hours in the Mariposa County booth distributing the County Vacation Planner and other county information along with information about their group's events.

(M)Stewart, (S)Balmain, item 1 was approved/Ayes: Reilly, Balmain, Stewart, Parker; Excused: Pickard.

CA-1 Resolution Authorizing the Chairman to Sign the Counties Exhibits Entry Form for the California State Fair as Submitted for the 1999 State Fair (Visitors' Bureau); Res. 99-69

cc: File

COUNTIES EXHIBITS ENTRY FORM CALIFORNIA STATE FAIR

ENTRY FORM INSTRUCTIONS

1. Print or type all information where applicable.
2. Do not fill in exhibitor number, placing, score or awards section.
3. Fill out form completely and return with Statement of Purpose. Official signature must be included.

Judging Score	
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COUNTIES EXHIBITS AUTHORIZATION AND APPOINTMENT

The Board of Supervisors of the County of Mariposa
 by resolution (or minute order) 99

1. Has authorized any award money for, or on account of, an exhibit representing said county, to be paid by the California Exposition and State Fair in Sacramento, California, to the following person(s) or organization (for the year 199__ only):

Name Mark Gaffney, Gaffney Display Phone (707) 965-2457
 Address 1610 Aetna Springs Lane, Pope Valley, Ca. 94567
 T.I.N. or S.S.# 567-60-1749

2. Has appointed Stephen L. Hayes & Dwight L. Oliver as official representative(s) of the County to be responsible for the County's exhibit and to make decisions, requests and any protests on behalf of the County.

Address P.O. Box 967, Mariposa, Ca. 95338 Phone (209) 966-3685
(209) 966-3130

Submission of entry to this competition implies acceptance of all rules and conditons as stated in the Counties Exhibits Premium List.

This entry must be signed by the Chairman of the Board, the Clerk of the Board or the Executive Officer of the Board:

Signature Printed Name Bob Pickard

Title Chairman, Mariposa County Board of Supervisors Date _____

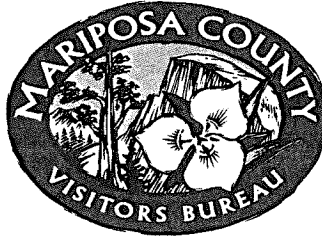
EXHIBIT BUILDER INFORMATION

Builder Mark Gaffney Address 1610 Aetna Springs Ln.
 City Pope Valley, Ca. 94567 Zip _____ Phone (707) 966-2457

For Office Use Only	Date Received _____	County _____
	Exhibit No _____	Official Representative (& Title) _____
		Organization _____ Phone () _____
		Address _____
		City _____ Zip _____

For Office Use Only

AWARD											SUBTOTAL	MAINTENANCE DEDUCTIONS	TOTAL PREMIUMS	
	GOLD	SILVER	BRONZE	BEST CONTENT	BEST MARKETING PRESENTATION	BEST CRAFTSMANSHIP	BEST SPECIAL EFFECTS ANIMATION	BEST USE of PRODUCTS, PRODUCE, ARTIFACTS	OTHER					BEST OF SHOW
PREMIUM														



Steve Hayes, Director

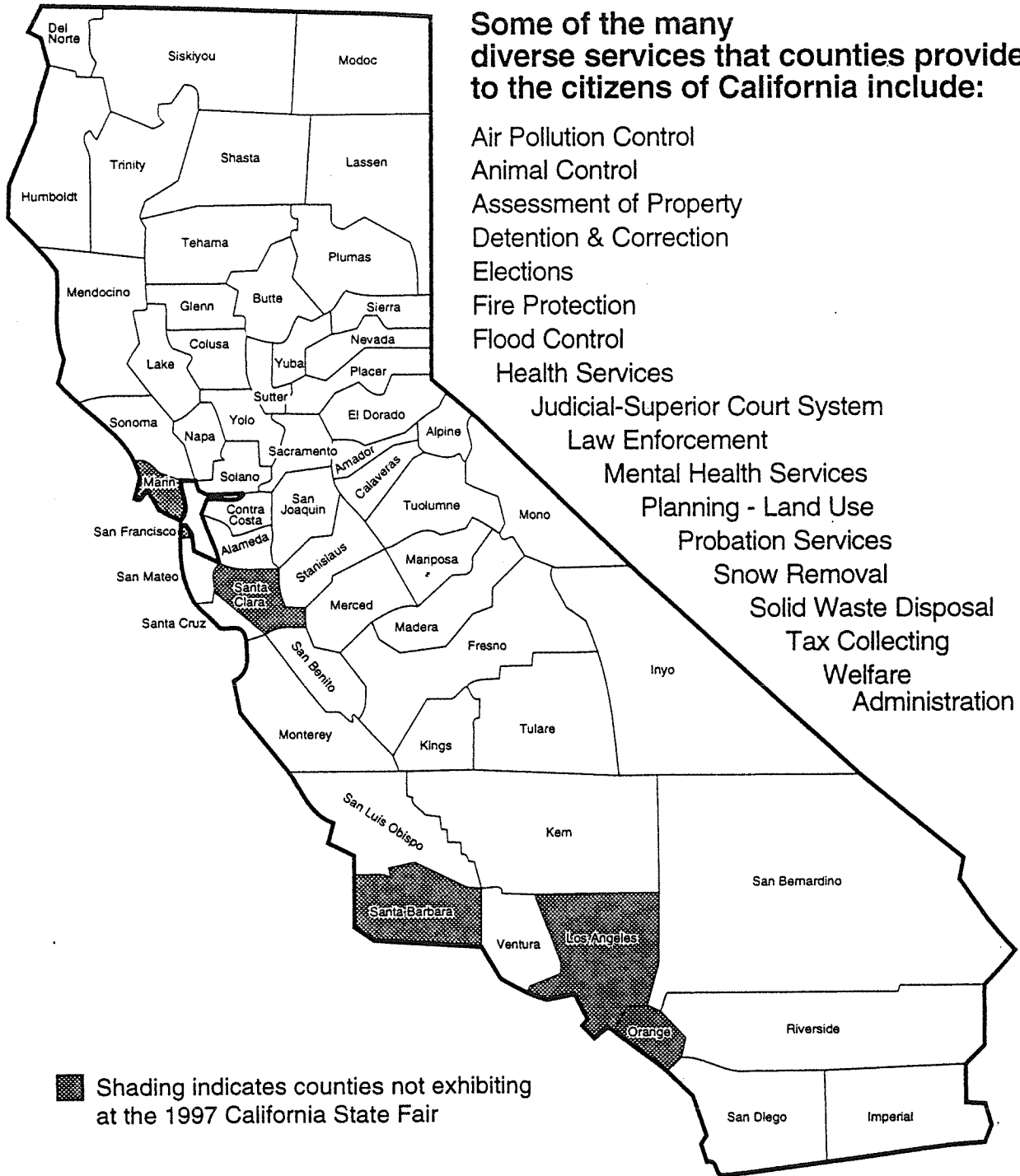
P.O. BOX 784 • MARIPOSA • CALIFORNIA 95338 • 209/966-3685 • FAX 209/966-6168 • E-MAIL - visitor@yosemite.net

DISCOVER THE TREASURES OF MARIPOSA COUNTY

Discover the treasures of Mariposa County! Also known as the Mother of California Counties, we have been in business since 1850 and are still going strong! While our history of gold discovery defined us earlier as the southernmost link of the Motherlode Golden Chain, we now offer visitors an exciting treasure hunt of museums, galleries, antique shops, restaurants, accommodations and camping. We will introduce you to your history and your natural treasures of rivers, wildflowers, forests, mountains, wildlife, and Yosemite National Park.

Gold brought us here, but come to our friendly communities and see what keeps us here! Discover the treasures of Mariposa County!

Counties Exhibiting at the 1997 California State Fair



1999 CALIFORNIA STATE FAIR
COUNTIES EXHIBIT SCHEDULE

FYI

February 1 - those counties with all forms/requirements completed will be given their official space in the building by this date.

February 1 space assignments will be made after the following requirements are met:

Complete and signed official entry form.

Draft of Statement of Purpose on official letterhead.

Sketch of exhibit layout.

Special assistance form filled out for electrical, forklift, hanging, etc.

Beginning date of construction - building available July 20th.

Blue Form
due

Tuesday	March 1		Space Reservations due
Friday	April 9		Entries close for space assignments/official entry card due
Thursday	May 6	* ←	Pre-fair meeting - All space assignments confirmed for counties with completed entry forms. Entries will be assigned space as their completed entry cards are received.
Tuesday	July 13		Draft of S.O.P., credential requests, special assistance request (electrical requirements, plumbing requirements, and storage requirements for commodities both cold & dry).
Tuesday	July 20		Building available to builders.

Friday	August 6	Final version of Statement of Purpose Due on official letterhead
Friday	August 13 (10:00 am)	New Exhibitors Orientation Mandatory Meeting / open to all exhibitors for information
Thursday	August 19(12 noon)	Exhibits must be complete
Thursday	August 19 (12:30 pm)	Judging of exhibits and 90 second interview
Friday	August 20	Opening of Fair
Monday	August 23	Maintenance Judging
Thursday	August 26	Maintenance Judging
Sunday	August 29	Maintenance Judging
Wednesday	September 1	Maintenance Judging
Thursday	September 2 (tentative)	Counties Day Luncheon and Awards Ceremony
Saturday	September 4	Maintenance Judging
Monday	September 6	Fair Closes
Sunday	September 12 (5:00 pm)	All exhibits and materials must be removed