



MARIPOSA COUNTY

Administration/Community Development · 966-3222



RESOLUTION - ACTION REQUESTED 2018-515

MEETING: October 23, 2018

TO: The Board of Supervisors

MINUTE ORDER ATTACHED

FROM: Dallin Kimble, County Administrative Officer

RE: Establish Place Branding Advisory Committee

RECOMMENDATION AND JUSTIFICATION:

Adopt a Resolution establishing the Place Branding Advisory Committee.

The General Plan, in particular, the Economic Development element, as well as the Economic Vitality Strategy (EVS), contains goals relating to brand positioning and the creation of an image brand that represents Mariposa County and its assets.

In accordance to the General Plan and the EVS, the County recently hired a consulting firm to implement a plan to create a brand for Mariposa County.

Since the place branding project is community-oriented by nature, the formation of a citizen's advisory committee is an excellent way to ensure focused dialogue among key stakeholders with the expertise needed to create a recognizable brand for Mariposa County that is accepted by the community.

Committee members will be recruited if / when the committee is formed by this Board action, following standard Mariposa County committee recruitment guidelines.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

-December 18, 2006, Resolution 2006-575 - The Board of Supervisors approved the General Plan.

-July 17, 2017, Resolution 2017-488 - The Board of Supervisors adopted the Economic Vitality Strategy Update.

-July 10, 2018, Resolution 2018-311 - A contract was awarded to yogg, LLC to conduct a branding project for Mariposa County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Negative action will result in less community involvement in the process of creating

Resolution - Action Requested 2018-515

Mariposa County's brand and will not enable some of the implementation measures of the General Plan and the EVS to be utilized.

FINANCIAL IMPACT:

Direct financial impact on the General Fund is not anticipated as a result of the activities of this committee.

ATTACHMENTS:

18 Appointment Letter Template (DOC)

**180117 BOS Resolution Establishing Place Branding Advisory C.._ (2)
(DOCX)**

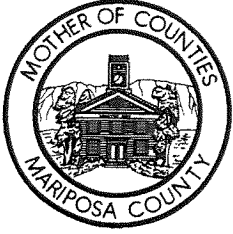
180118 Posted notice for PBAC (DOC)

RESULT: ADOPTED AS AMENDED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Merlin Jones, District II Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey



COUNTY of MARIPOSA

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



ROSEMARIE SMALLCOMBE, CHAIR
MILES MENETREY, VICE-CHAIR
MERLIN JONES
MARSHALL LONG
KEVIN CANN

DISTRICT I
DISTRICT V
DISTRICT II
DISTRICT III
DISTRICT IV

MARIPOSA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

TO: MIKE HEALY/Planning Department Director
FROM: RENÉ LaROCHE, Clerk of the Board *RL*
SUBJECT: Adopt a Resolution Establishing the Place Branding Advisory Committee
RESOLUTION: **18-515**

The following action was taken by the Mariposa County Board of Supervisors on **October 23, 2018**:

1. Administration/Community Development RES-2018-515

Adopt a Resolution Establishing the Place Branding Advisory Committee

Tara Schiff/Economic Development Specialist gave the staff report. No public comment. Board discussion ensued, with Supervisor Long suggesting a membership amendment. The Board concurred with the amendment.

AMENDMENT:

Add the Farm Bureau in as an agency membership category.

RESULT: ADOPTED AS AMENDED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Merlin Jones, District II Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey

**STATE OF CALIFORNIA
COUNTY OF MARIPOSA
BOARD OF SUPERVISORS**

Resolution No. 18-515 A RESOLUTION TO ESTABLISH THE PLACE BRANDING ADVISORY COMMITTEE (PBAC) TO DIRECT THE PROCESS OF IDENTIFYING AND CREATING A BRAND, AS IT RELATES TO THE ACTION PLAN IN THE 2017 UPDATED ECONOMIC VITALITY STRATEGY.

WHEREAS, on July 17, 2006, Mariposa County adopted the 2006 Countywide General Plan; and

WHEREAS, the General Plan, Chapter 6, Economic Development, section 6.1.03 discusses brand positioning and marketing and recommends creating a Mariposa County brand;

WHEREAS, the General Plan, Chapter 6, Economic Development, section 6.2, Goal 6-1b, Implementation Measure, recommends an economic development strategic plan;

WHEREAS, on July 17, 2017, Mariposa County adopted the 2017 updated Economic Vitality Strategy (EVS); and

WHEREAS, the Economic Vitality Strategy Action 2.2.1., which was authorized by Policy 6-1B in the General Plan, recommends establishing a brand identity that positions and promotes Mariposa County; and

WHEREAS, a coordinated and focused effort to direct the place branding project will help efficiently implement the goals, policies, and programs recommended in the EVS, which the community has endorsed; and

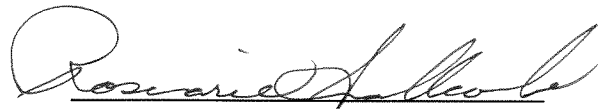
WHEREAS, dialogue between diverse community stakeholders is necessary to develop such a place brand; and

WHEREAS, the Board of Supervisors has considered the important role of collaboration between planning staff, economic development staff, and community stakeholders to coordinate county branding efforts.

NOW THEREFORE BE IT RESOLVED, that the Board of Supervisors does hereby establish the Mariposa County Branding Citizens Advisory Committee (MCBCAC) as an advisory body to the Board of Supervisors with purpose, functions, and procedures as described in *Exhibit A* attached hereto and incorporated herein.

ON MOTION BY Supervisor Long, seconded by Supervisor Jones, this resolution is duly passed and adopted this 23rd day of October, 2018 by the following vote:

AYES: SMALLCOMBE, JONES, LONG, CANN, MENETREY
NOES: NONE
EXCUSED: NONE
ABSTAIN: NONE



Rosemarie Smallcombe
Chair, Board of Supervisors

ATTEST:



René LaRoche, Clerk of the Board

APPROVED AS TO FORM:



Steven W. Dahlem, County Counsel

Exhibit A

BOARD OF SUPERVISORS Resolution No. 18- PLACE BRANDING ADVISORY COMMITTEE

1. Purpose and Functions

The purpose and functions of the Place Branding Advisory Committee (PBAC) shall be as follows:

- a. Assist staff and consultants through the process to develop a brand identity for Mariposa County.
- b. Formulate, design, implement and participate in a public engagement program involving stakeholders in the community, for the establishment of a place brand.
- c. Support the work of staff and/or consultants in the conduct of fact finding and data gathering necessary to:
 - i. identify existing impressions and stereotypes of Mariposa County, and
 - ii. determine how to construct the data into a creative place brand, and
 - iii. recommend projects, programs, and policies needed to efficiently implement the Economic Vitality Strategy's branding goals.
- d. Support the work of staff and/or consultants in the development, approval and implementation of a place brand that shall facilitate the implementation of the 2017 EVS brand identity goals, by positioning and promoting Mariposa County as a business-friendly community offering a high quality of life, excellent weather, and other amenities to attract new businesses.
- e. Provide periodic assessment, evaluation of, and feedback to the Board of Supervisors regarding the success of the place branding project.

2. Membership

The Place Branding Advisory Committee (PBAC) shall be established with nine (9) voting members.

- a. Representatives should be selected from or represent the following groups in Mariposa County:
 - Mariposa County Arts Council

- Mariposa Chamber of Commerce
- Yosemite-Mariposa County Tourism Bureau
- Mariposa County Economic Development Corporation
- American Indian Council of Mariposa County
- Mariposa Creative Placemaking Committee
- Historic Sites and Records Preservation Commission
- John C Fremont Hospital
- Local business owners
- Yosemite National Park
- Farm Bureau

- b. The committee may call upon representatives of other organizations and the general public as resources on certain topics related to place branding, including marketing experts, graphic designers and creative professionals.
- c. Two (2) Ex-Officio (non-voting) members who are the economic development liaisons from the Board of Supervisors.

3. Term and Manner of Appointment

Appointments to the PBAC shall be made by the Board of Supervisors based on the recommendation of the economic development specialist or designee.

All terms will be for one (1) year period.

The Board of Supervisors may remove at any time and without cause any member of the PBAC. All terms shall expire upon the last day of October 2019.

4. Participation By Member Required, Vacancy

If any member of the Place Branding Advisory Committee is absent (unexcused) for two (2) consecutively scheduled meetings, then that member may be removed from the CPSAC by the Board of Supervisors, and the Board of Supervisors shall fill the vacancy for the unexpired term.

The Board of Supervisors shall fill any vacancy in the PBAC membership for the unexpired term.

5. Selection of Officers

At its first meeting, the PBAC shall elect a Chair, Vice Chair, and Secretary to serve a term of one (1) year or until the successor of each is appointed and qualified.

6. Duties of Officers

The chair shall preside at all meetings of the PBAC and shall perform all of the duties necessary or incidental to the office, including approval of the agenda topics for the meeting. The vice chair is chair in the absence or inability of the chair to act. The secretary shall maintain notes and prepare minutes for the approval of the PBAC.

7. Meetings and Quorum

The PBAC shall hold its first meeting at the call of the economic development specialist. The PBAC shall establish a meeting schedule deemed necessary by the PBAC to accomplish its purpose.

A quorum shall be a majority of those appointed as voting members. A quorum is required to transact any PBAC business at a regular meeting or special meeting.

Notice of PBAC meetings shall be posted and published not less than 72 hours prior to the date of the meeting at the following locations:

- a. Mariposa County Website locations: Planning, Economic Development;
- b. The Mariposa County Government Center; and
- c. The meeting location.

The economic development specialist or designee may supplement required notification in any manner deemed appropriate for the content of the proposed agenda.

Meetings of the PBAC shall be subject to the provisions of the California Open Meeting Law (Brown Act).

8. Administration and Support

- a. County staff shall provide support to the PBAC. The economic development specialist or designee shall be the lead member of County staff responsible for

supporting the PBAC. The economic development specialist or designee shall be empowered to call upon appropriate departments to provide information required to assist the PBAC in carrying out its designated responsibilities.

- b. The economic development specialist or designee shall be responsible for meeting notices, preparation and distribution of meeting support materials, and coordinating the meeting arrangements.
- c. In the event that the PBAC does not appoint a secretary, the economic development specialist or designee shall be responsible for recording the meetings, archival storage of electronic recordings, and preparation and publication of minutes for PBAC approval.