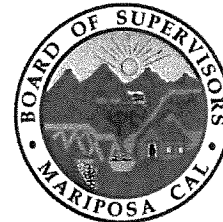




MARIPOSA COUNTY

Administration/Community Development • 966-3222



RESOLUTION - ACTION REQUESTED 2019-153

MEETING: March 26, 2019

TO: The Board of Supervisors

MINUTE ORDER ATTACHED

FROM: Dallin Kimble, County Administrative Officer

RE: Amend Bylaws for the Place Branding Advisory Committee (PBAC) to Add Two New Representatives

RECOMMENDATION AND JUSTIFICATION:

Adopt a Resolution to Amend the Bylaws for the Place Branding Committee (PBAC), Adopted by Resolution 2018-515, to Add two additional membership, Health & Human Services Agency and Yosemite Hospitality to the (PBAC)

Resolution 2018-515 established the (PBAC) as an 11 member committee, this approval will add two additional members making this a 13 member committee.

Item 2 (Membership) in Exhibit A (By-Laws) states that, "representatives should be selected from or represent the following groups in Mariposa County:

- Mariposa County Arts Council
- Mariposa County Chamber of Commerce
- Yosemite-Mariposa County Tourism Bureau
- Mariposa County Economic Development Corporation
- American Indian Council of Mariposa County
- Yosemite National Park
- Mariposa County Farm Bureau
- Creative Placemaking Strategy Advisory Committee
- Historic Sites and Records Preservation Commission
- Farm Bureau
- Two local business owners"
- Health and Human Services Agency
- Yosemite Hospitality

It is recommended to increase the committee to 13 members to include the Health and Human Services Agency and Yosemite Hospitality. The project has been extended and is expected to be completed by June 30, 2019.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has routinely appointed members to this and other committees.

Resolution - Action Requested 2019-153

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Alternative: Amend appointment recommendations.

Negative Action: Not appointing members to this committee will result in a smaller group to advise and guide PBAC meetings.

FINANCIAL IMPACT:

None

ATTACHMENTS:

Resolution_2018-515 (PDF)

PBAC Bylaws (DOCX)

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey



COUNTY of MARIPOSA

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



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

DISTRICT V
DISTRICT IV
DISTRICT I
DISTRICT II
DISTRICT III

MARIPOSA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

TO: TARA SCHIFF, Economic Development
FROM: RENÉ LaROCHE/Clerk of the Board *TL*
SUBJECT: Adopt a Resolution to Amend the Bylaws for the Place Branding Committee (PBAC), Adopted by Resolution 2018-515, to Add Two Additional Membership, Health & Human Services Agency and Yosemite Hospitality to the (PBAC)
RESOLUTION: **19-153**

The following action was taken by the Mariposa County Board of Supervisors on **March 26 2019:**

CA8. Administration/Community Development RES-2019-153

Adopt a Resolution to Amend the Bylaws for the Place Branding Committee (PBAC), Adopted by Resolution 2018-515, to Add Two Additional Membership, Health & Human Services Agency and Yosemite Hospitality to the (PBAC)

CORRECTION: CA8, add Farm Bureau back onto the list of members in the Place Branding Committee Bylaws.

RESULT:ADOPTED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey

Bylaws

BOARD OF SUPERVISORS Resolution No. 19-153 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
 - Yosemite Hospitality
 - Health & Human Services Agency
 - 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.


PASSED AND ADOPTED this 26th day of March, 2019 by the following vote:

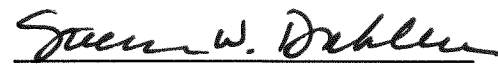
AYES: SMALLCOMBE, JONES, LONG, CANN, MENETREY
NOES: NONE
ABSENT: NONE


Miles Menetrey, Board Chair

ATTEST:

APPROVED AS TO FORM:


René LaRoche, Clerk of the Board


Steven W. Dahlem, County Counsel