



# MARIPOSA COUNTY

Administration/Community Development • 966-3222



## RESOLUTION - ACTION REQUESTED 2019-654

MEETING: November 19, 2019  
TO: The Board of Supervisors  
FROM: Dallin Kimble, County Administrative Officer  
RE: Dissolve the Place Branding Advisory Committee; and Approve Certificates of Appreciation

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### RECOMMENDATION AND JUSTIFICATION:

Dissolve the Place Branding Advisory Committee (PBAC); and Approve Certificates of Appreciation for the Committee Members

The PBAC was approved by the Board of Supervisors (BoS) and formed in October of 2018 in support of the County's place brand project. Committee members were appointed between November 2018 and March 2019 with a total of 12. The Committee served for more than six months and, through several meetings, helped with the creation of a new Mariposa County brand that can be used to create recognition. Mariposa County would like to thank the committee for their diligence and professionalism during the process and approve certificates of appreciation for: Kathryn Berry, Lisa Cesaro, Gabe Edwards, Jonathan Farrington, Scott Gediman, Mikey Goralnik, Stephanie Hance, Stephanie Leasure, Fadzayi Mashiri, Jeanetta Phillips, Daisy Phillips, and Ken Yager.

### BACKGROUND AND HISTORY OF BOARD ACTIONS:

- October 23 , 2018: The PBAC was formed with resolution 18-515.
- November and December, 2018: Initial committee members were appointed
- January and March, 2019: Additional committee members were appointed
- Terms of the committee (length of service) were extended on February 12, February 26 and March 26.
- March 26, 2019: Terms of bylaws were amended to approve two additional committee members.
- October 15, 2019: The BoS approved the County's new place brand package and the refresh of the County's emblem.

### ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

If the Board does not dissolve this Committee, the Clerk of the Board's Office will continue to maintain the Committee information, and will need to continue to include it in the annual Maddy Act postings.

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**RESULT:**     **ADOPTED BY CONSENT VOTE [UNANIMOUS]**

**MOVER:**     Marshall Long, District III Supervisor

**SECONDER:** Merlin Jones, District II Supervisor

**AYES:** Smallcombe, Jones, Long, Cann, Menetrey