



MARIPOSA COUNTY

Administration/Community Development • 966-3222



RESOLUTION - ACTION REQUESTED 2019-98

MEETING: February 19, 2019
TO: The Board of Supervisors
FROM: Dallin Kimble, County Administrative Officer
RE: Made in Mariposa MOU with Chamber

RECOMMENDATION AND JUSTIFICATION:

Approve a Memorandum of Understanding (MOU) with the Mariposa County Chamber of Commerce for the Made in Mariposa Program; and Authorize the Board of Supervisors Chair to Sign the MOU.

In 2015, Mariposa County was awarded a USDA Rural Development Grant for \$25,000 to create the Made in Mariposa (MiM) program. Staff developed branding, built a group of participants, executed the first marketing campaign and helped establish a seasonal Made in Mariposa store at the Mariposa visitor center.

The County objective with the program was to start something that would draw public attention to the quality goods available from local businesses, producers, crafters and artisans. We feel like we have done that.

Made in Mariposa is now a growing collaborative of more than 100 local businesses sharing their products and the MiM brand in local stores, in Yosemite, online and now in some locations in the Central Valley. In 2017, the Made in Mariposa program was recognized with an Excellence in Economic Development Award from the California Association for Local Economic Development (CALED). There is a lot of momentum for the future.

Now the grant dollars are gone and it is time for the County to let someone else take Made in Mariposa to the next level. The attached Memorandum of Understanding authorizes the Mariposa County Chamber of Commerce to use the Made in Mariposa brand in a year-round store associated with the visitors center. It also authorizes the Chamber to maintain the Made in Mariposa website and social media pages and perform other operational tasks associated with building the program.

Staff anticipates an agreement to license the Mariposa County Chamber of Commerce to be the lead operators of Made in Mariposa to come later this year. Until that time, staff recommends approval of this memorandum and looks forward to watching Made

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in Mariposa continue to promote Mariposa businesses in the months and years ahead.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board accepted a USDA Rural Development Grant for Made in Mariposa on August 11, 2015, with Resolution 2015-397.

The CALED Excellence in Economic Development Award was presented to the Board on May 2, 2017.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve. No changes will be made to Made in Mariposa and staff will request additional funding for MiM operations.

FINANCIAL IMPACT:

There is no budget impact associated with this MOU.

ATTACHMENTS:

Made in Mariposa MOU (PDF)

RESULT: ADOPTED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey

Memorandum of Understanding Made in Mariposa Program

This memorandum of understanding (MOU) is made and entered into this 19th day of February, 2019 by and between the County of Mariposa, a political subdivision of the State of California, hereinafter referred to as "County" and the Mariposa County Chamber of Commerce, hereinafter referred to as "Chamber."

In the spirit of collaboration and with mutual interest in the success of the Made in Mariposa (MiM) program, County and Chamber agree as follows:

Scope of Collaboration

- Chamber may establish seasonal or year-round MiM stores inside of the Mariposa County Visitors' Center. All terms and conditions of the Agreement with the Mariposa County Chamber of Commerce to Operate the Mariposa Visitors' Center will apply to the Made in Mariposa store(s).
- Chamber, in coordination with the MiM Committee, will develop a 2019 Program of Work that includes the following action items:
 - Maintain a supply of branding collateral such as MiM stickers, hang tags, brochures, etc. available at the Visitors' Center.
 - Maintain the MiM vendor list, website, links to the Chamber website and any other avenues that can enhance MiM exposure to the marketplace.
 - Promote MiM in each edition of the Chamber Newsletter.
 - Plan and host two general vendor meetings, proposed for April and October of 2019.
 - Pursue the vision of hosting a MiM store in the VFW building adjacent the Visitor Center.
 - Host the first annual MiM trade show for the entire region.
 - Produce and maintain an email invitation promoting local opportunities for MiM vendors.
 - Organize and maintain collaborative booth opportunities.
 - Offer relevant educational opportunities focused on building small artisan businesses.
- County agrees to allow the MiM brand, logo and trademark to be used for all of the activities listed above at the sole direction of the Chamber.
- County and Chamber acknowledge the Visitors' Center in Coulterville has a similar arrangement and ability to use the MiM brand, logo and trademark.

Duration and Evaluation

This MOU will remain in effect from January 1, 2019 through December 31, 2019, unless terminated earlier by either party by giving thirty (30) days written notice.

Statement of Intent

This MOU is an interim memorandum to allow the parties to collaborate on a long-term solution that may include County giving full license and responsibility of the Made in Mariposa program, brand, logo and trademark to Chamber.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first written above.

COUNTY OF MARIPOSA

MARIPOSA COUNTY
CHAMBER OF COMMERCE

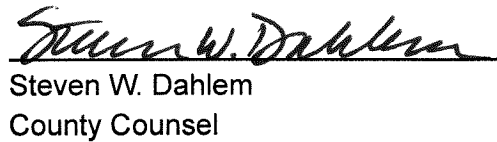

Miles Menetrey, Chair
Board of Supervisors


Scott Fiester
Executive Director

ATTEST:

APPROVED AS TO FORM:


Rene LaRoche
Clerk of the Board


Steven W. Dahlem
County Counsel