

DEPARTMENT: Administration

BY: Rick Benson
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION: Approve a contract for services with the Yosemite/Mariposa County Tourism Bureau in the amount of \$500,000 to provide marketing services for the County; and authorize the Chairman of the Board of Supervisors to sign.

Your Board appropriated funds in the amount of \$500,000 for the Yosemite/Mariposa County Tourism Bureau during the Fiscal Year 2011-12 final budget hearings. The terms of this agreement are the same as the previous contract making the Yosemite/Mariposa County Tourism Bureau responsible for promoting and marketing Mariposa County as a tourist destination. The contract also includes a requirement that the Bureau make periodic progress and financial reports to the Board of Supervisors. Approval of this agreement is required in order to provide the funding to the Bureau.

BACKGROUND AND HISTORY OF BOARD ACTIONS: Since the inception of the Tourism Bureau your Board has provided funding to assist the Bureau and its marketing activities.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: Do not approve the contract with the Yosemite/Mariposa County Tourism Bureau. If the agreement is not approved, County funding will not be provided to the Bureau. Alternatively, tourism promotion activities could be assumed by the County.

Financial Impact? (x) Yes () No	Current FY Cost: \$	Annual Recurring Cost: \$
Budgeted In Current FY? (x) Yes () No () Partially Funded		
Amount in Budget: \$500,000		List Attachments, number pages consecutively
Additional Funding Needed: \$0		Contract for Services
Source:		
Internal Transfer _____		
Unanticipated Revenue _____ 4/5's vote		
Transfer Between Funds _____ 4/5's vote		
Contingency _____ 4/5's vote		
() General () Other		

CLERK'S USE ONLY:

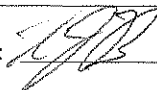
Res. No.: 12602 Ord. No. _____
 Vote - Ayes: 5 Noes: _____
 Absent: _____ Abstained: _____
 Approved
 Minute Order Attached () No Action Necessary

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended
 No Opinion
 Comments:

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

CAO: 



COUNTY of MARIPOSA

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

JIM ALLEN, CHAIR
JANET BIBBY, VICE-CHAIR
LEE STETSON
LYLE TURPIN
KEVIN CANN

DISTRICT V
DISTRICT III
DISTRICT I
DISTRICT II
DISTRICT IV



MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: RICHARD J. BENSON, CAO
FROM: MARGIE WILLIAMS, Clerk of the Board
SUBJECT: Consider Items Removed from the Consent Agenda
RES. 11-602

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on December 13, 2011

ACTION AND VOTE:

Bill Davis/Auditor referred to item 105 and asked that the contract contain a requirement for the Tourism Bureau to report how the funds are spent so that he can respond to inquiries from the public.

Item 105 – Supervisor Bibby initiated discussion relative to the request for an expenditure report. (M)Bibby, (S)Stetson, direction was given to add a condition to the contract that an expenditure report of the contractor's activities will be filed with the Mariposa County Auditor. Further discussion was held as to what the report would contain. Bill Davis stated he would like to see a list of expenditures for the \$500,000. Supervisor Bibby amended the motion, agreeable with the second, to include that the report is for the County funded portion of the Tourism Bureau - \$500,000. Steve Dahlem/County Counsel provided input on the term of the contract and suggested that direction be given to the County Administrative Officer and County Counsel to negotiate a clause that is acceptable to the Tourism Bureau. The motion was further amended by the maker, agreeable with the second, to include direction for the County Administrative Officer and County Counsel to negotiate the clause as suggested. Rick Benson asked for clarification of the action, and he noted the history and privatization of the Tourism Bureau; and he expressed concern that restrictions should not be placed on where the Bureau could spend the funds it receives from the County. Further discussion was held. Bill Davis clarified that he is only looking for a list of expenditures that come from the County funds. Discussion was held relative to how many times a year the report should be provided. The motion was amended by the maker, agreeable with the second, to include direction that the report be annually for this year. Supervisor Bibby restated the motion as follows, agreeable with the second: Res. 11-602 was adopted approving the recommended action, with the inclusion of item 5 to Exhibit "A" under "2. Reporting" – that an expenditure report of the contractor's activities on the \$500,000

County portion be filed with the County Auditor on an annual basis, with the specific language for this term to be worked out with the County Administrative Officer, County Counsel, and the Auditor/Ayes: Unanimous

CA-105

Administration

Approve an Agreement with Yosemite/Mariposa County Tourism Bureau in the Amount of \$500,000 to Provide Marketing Services for the County, and Authorize the Board of Supervisors Chair to Sign the Agreement; Res. 11-602, with the inclusion of a requirement for the contractor to provide an expenditure report

Cc: Bill Davis, Auditor
File