

DEPARTMENT: Tourism

BY: Chairman Stetson/Interim CAO
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION: Ratify the attached contract between AAA/American Automobile Association, Inc. and Mariposa County and authorize the Chairman of the Board to sign the contract in the amount of \$12,931. This ad will be placed in the Northern California/Nevada Edition. This contract is an intricate part in our marketing efforts for the Visitors Bureau and our number one generator for requests for information.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board of Supervisors typically approves such contracts over \$10,000 in support of the Visitors Bureau's marketing efforts and historically approved past contracts with AAA.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: If not approved, Mariposa County will not have the visibility necessary to create an increased awareness by potential visitors and it will take an increase in staff to replace the service provided by AAA/American Automobile Association, Inc., at a greater cost than this service contract.

Financial Impact? (X) Yes () No	Current FY Cost	Annual Recurring Cost:
Budgeted In Current FY? (X) Yes () No () Partially Funded		
Amount in Budget: \$ _____		List Attachments, number pages consecutively
Additional Funding Needed: \$ _____		Contract for Services
Source:		AAA Campbook Advertising Contract No. CA/Nevada
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.: 06-427 Ord. No. _____
 Vote - Ayes: 5 Noes: _____
 Absent: _____
 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: _____