

DEPARTMENT: Tourism

BY: Susan Crain  
PHONE: 966-3685

**RECOMMENDED ACTION AND JUSTIFICATION:** Request and recommend the Mariposa County Board of Supervisors approve and authorize the Chairman of the Board to sign the attached \$25,000 Contract for Services for the fiscal year 2006-2007 between cvbTV.com and Mariposa County. As presented to the Board on April 18, 2006, this is an intricate part of building the foundation of the Visitors Bureau. cvbTV.com produced the original website for the Visitors Bureau in June of 2004. At that time it was agreed upon by the Board of Supervisors that the basic site would be developed in phases. This contract allows for the optimization of the site which will include greater positioning on the search engines of the website.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:** The Board of Supervisors approved the initial contract with cvbTV.com to provide website services to the Visitors Bureau with the intention of continuing their services beyond the present contract.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:** If not approved, Mariposa County will not have the visibility necessary to create an increased awareness (top of mind) to potential visitors on the internet. It will require an increase of staff to replace the services provided by cvbTV.com at a greater cost than the service contract.

Financial Impact? (X) Yes ( ) No	Current FY Cost	Annual Recurring Cost: \$25,000
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded		
Amount in Budget:	\$25,000	List Attachments, number pages consecutively
Additional Funding Needed:	\$	Contract for Services (7 pages)
Source:		Exhibit A (3 pages)
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.: 323 Ord. No. \_\_\_\_\_  
Vote - Ayes: 5 Noes: \_\_\_\_\_  
Absent: \_\_\_\_\_  
Approved  
( ) Minute Order Attached ( ) No Action Necessary

**COUNTY ADMINISTRATIVE OFFICER:**

Requested Action Recommended  
 No Opinion  
Comments: **Agreement**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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: 