

DEPARTMENT: Administration

BY: Richard J. Benson, CAO  
PHONE: 966-3222

**RECOMMENDED ACTION AND JUSTIFICATION:**

It is recommended that the Board of Supervisors approve the award of a Professional Service Agreement in the amount of \$7,000 to abc 30 KFSN-TV/DT to create two thirty second commercials and produce 81 airtime spots on abc 30; authorize and direct CAO to act on the County's behalf in all matters pertaining to this Agreement.

**BACKGROUND AND HISTORY OF BOARD ACTIONS:**

On August 1, 2006, the Board of Supervisors approved a grant application to Pacific Gas and Electric Company, hereinafter referred to P.G. & E. to implement a marketing campaign promoting "MARIPOSA IS OPEN FOR BUSINESS".

On October 12, 2006, P.G. & E informed staff that the County of Mariposa was selected to receive a grant in the amount of \$7,000 to help defray the cost of MARIPOSA IS OPEN FOR BUSINESS marketing campaign (See Attachment "1").

On January 9, 2007, P.G. & E. presented to the Board of Supervisors, at its regular meeting, a check in the amount of \$7,000 to launch the marketing campaign.

The Business Development Coordinator contacted the following local television stations requesting a proposal to create two thirty second commercials and airtime spots. Those stations included KSEE 24, KGPE 47 and KFSN 30.

On January 17, 2006, a group of merchants met with the Business Development Coordinator to review and select the most comprehensive and cost effective proposal. As a result, the selection committee (see Attachment "2") selected KFSN 30 as the contractor whose proposal included a total of 81 airtime spots reaching 1,629,000 homes. This proposal was by far the most comprehensive.

The marketing campaign will be funded 100 percent from the P.G. & E. grant award.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Financial Impact? (x) Yes ( ) No Current FY Cost: \$7,000 Annual Recurring Cost: \$  
Budgeted In Current FY? ( ) Yes ( ) No ( ) Partially Funded

Amount in Budget: \$7,000

Additional Funding Needed: -0-

Source:

Internal Transfer \_\_\_\_\_

Unanticipated Revenue \_\_\_\_\_ 4/5's vote

Transfer Between Funds \_\_\_\_\_ 4/5's vote

Contingency \_\_\_\_\_ 4/5's vote

( ) General ( ) Other

Professional Service Agreement, page 1 - 6

Attachment "1" letter from PG&E, page 7

Attachment "2" Television marketing selection

Committee, 8

**CLERK'S USE ONLY:**

Res. No.: 07.77 Ord. No. \_\_\_\_\_

Vote - Ayes: 5 Noes: \_\_\_\_\_

Absent: \_\_\_\_\_

Approved

( ) Minute Order Attached ( ) No Action Necessary

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

**COUNTY ADMINISTRATIVE OFFICER:**

Requested Action Recommended

No Opinion

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CAO: *[Signature]*