

4-23-96 96-175

**MARIPOSA COUNTY
BOARD OF SUPERVISORS**

**AGENDA
ACTION FORM**

DATE: 4-16-96
AGENDA ITEM NO.: ~~12~~

DEPARTMENT: Administration BY: Mike Coffield PHONE: 966-3222 11a

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes___ No_X_)

Presentation by Tourism Advisory Council on suggested promotional activities during vacancy of Visitor's Bureau Director position.

BACKGROUND AND HISTORY OF BOARD ACTIONS: On April 11, 1996, the Tourism Advisory Council (TAC) will hold a meeting to develop recommendations to the Board on suggested promotional activities during the period that the Visitor's Bureau Director position is vacant. The TAC may also include recommendations on other transitional issues. Since time is of the essence, this agenda item is for the purpose of advising the Board and public that actions having a fiscal impact may be taken on this agenda, based on the recommendations of the TAC. All expenditures recommended by the TAC will be from existing adopted appropriations.

Proposals which will be discussed at the April 11 meeting of the TAC on which recommendations may be made to the Board of Supervisors include advertising in newsprint and other media, special event promotion, travel writer's familiarization tours, visitor center activities and creation of a sub-committee to advise county staff during the transition period until a permanent appointment is made.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: Action may be deferred to a future agenda, and no action need be taken at all, however, our tourism-based economy would not get the maximum benefit of appropriations made during the budget to enhance the County's promotional effort.

COSTS: () Not Applicable

A. Budgeted current FY \$ _____

B. Total anticipated costs \$ _____

C. Required additional funding \$ _____

D. Internal transfers \$ _____

SOURCE: () 4/5ths Vote Required

A. Unanticipated revenues \$ _____

B. Reserve for contingencies \$ _____

C. Source description: _____

Balance in Reserve for Contingencies, if approved: \$ _____

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:

CLERK'S USE ONLY:

Res. No.: 96-175 Ord. No. _____

Vote - Ayes: _____ Noes: _____

Absent: _____ Abstained: _____

() Approved () Denied

() 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

ADMINISTRATIVE OFFICER'S RECOMMENDATION:
This item on agenda as:

Recommended

Not Recommended

For Policy Determination

Submitted with Comment

Returned for Further Action

Comment: _____

A.O. Initials: *MC*

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: MIKE COFFIELD, County Administrative Officer
FROM: RHONDA SCHERF, Deputy Clerk of the Board
SUBJECT: RESOLUTION NUMBER 96-175

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on April 23, 1996

ACTION AND VOTE:

2:03 p.m. Mike Coffield, Administrative Officer
Presentation by Tourism Advisory Council on Suggested Promotional
Activities During Vacancy of Visitor's Bureau Director Position
(Continued from 4/16/96)

BOARD ACTION: Discussion was held with Jerry Fischer,
representing the Tourism Advisory Board, regarding some of the
Council's suggested promotional activities discussed in the
4/16/96 Board meeting. The first topic of discussion was the
proposed Travel Planner and suggested revisions. (M) Parker, (S)
Stewart. Res. 96-175 adopted authorizing \$15,500 plus shipping
and taxes out of the advertising budget for the Travel
Planner/Ayes: Unanimous. Board concurred to extend the hours of
the Visitors Bureau to include service from 8:00 a.m. to 9:00
p.m. Monday through Saturday; and Sundays from 10:00 a.m. to 6:00
p.m. from May 1st to October 31st. Ann Sparks, Executive
Director for the Chamber of Commerce, advised the Board that time
would be needed to hire and train staff to comply with this
request. Members of the Tourism Advisory Council suggested
bringing in volunteers and staggering the hours of those that
would be training until staffing could be filled. Supervisor
Taber suggested hiring the youth during the summer. Mike
Coffield, County Administrative Officer, indicated to the Board
that they could give direction to him to negotiate amendments to
the contract with the Chamber of Commerce. The Board unanimously
concurred. Also discussed was the need for special events, such
as Courthouse tours, events similar to the Appleton Weekend,
merchants staying open for longer hours in the evening, etc.
Board members expressed concern with spending as much as \$50,000
to promote Mariposa and then having visitors arrive to find there
are no activities for them.

3:18 p.m. Recess

3:27 p.m. Following recess, discussion continued regarding the use of \$35,000 for newspaper advertising and \$15,000 to contract with Sierra Escape for a 4 page Mariposa section. Jim Evans, Housing and Community Development Agency Director, provided the Board with a letter from him requesting approval for the Visitors Bureau to initiate the Courthouse tours. The Board advised Mr. Evans that he would need to bring this proposal to the Board at the May 7th meeting. (M) Parker, (S) Stewart, after extensive discussion, the Board concurred to adopt the recommendation of the Tourism Advisory Council for the \$50,000 budget line item /Ayes: Balmain, Stewart, Parker, Noes: Reilly, Taber. (M) Parker, (S) Taber, Board approved contracting with California A La Carte, to coordinate a press trip to Mariposa with travel writers from several chains of weekly papers throughout England for \$5,000/Ayes: Balmain, Parker, Taber, Noes: Reilly, Stewart. (M) Parker, (S) Taber, claim was approved for \$550 by Mike Habermann of Boulder Creek B&B, be paid out of tourism budget/Ayes: Reilly, Balmain, Stewart, Parker, Noes: Taber. (M) Reilly, (S) Stewart, Board approve spending \$1,000 to support the Goldrush Festival with radio spots, Blue Grass Magazine spot, and free publications in the local papers/Ayes: Unanimous.

cc: Ken Hawkins, Auditor
Jim Evans, HCD Director
Chamber of Commerce
Visitors Bureau

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: MIKE COFFIELD, County Administrative Officer
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: PRESENTATION BY TOURISM ADVISORY COUNCIL

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on April 16, 1996

ACTION AND VOTE:

Mike Coffield, Administrative Officer;
Presentation by Tourism Advisory Council on Suggested Promotional
Activities During Vacancy of Visitor's Bureau Director Position
BOARD ACTION: Mike Coffield advised of the Tourism Advisory
Council's meeting last Thursday. Jerry Fischer, representing the
Tourism Advisory Council, presented the following
recommendations: to extend the hours of the Visitors Center, for
an interim advertising campaign, for a section in the Sierra
Escape, to coordinate a press trip with travel writers from
throughout England, to select members to represent the Council in
the screening process for the Visitors Bureau Director position,
for reimbursement to Mike Habermann for travel costs to attend
the ITB trade show, to select a subcommittee to work with the
County Administrative Officer in the interim of filling the
Visitors Bureau Director position, and to fund request from the
Arts Council for the Goldrush Festival. The Board thanked the
Advisory Council members for their work. Mike Coffield advised
that Steve Hayes from Housing and Community Development has been
assisting with filling in during the vacancy. Ann Sparks,
Executive Director for the Chamber of Commerce, commented on the
proposed extension of hours for the Visitors Center - they
require that the Center be staffed by a minimum of two persons
and it will take about a month to implement the new hours; and
she further advised that the Chamber is working with the
merchants to implement a schedule where the businesses would
alternate staying open longer hours. Jerry Fischer advised of
information he received that the 4:00 p.m. holds are no longer
available in Yosemite for lodging - credit card numbers are being
taken so the visitor pays whether or not they show. Ann Sparks
responded to question from the Board relative to Chamber
referrals for lodging. (M)Parker, (S)Reilly, Board approved
selection of George Spach and Linda Sinclair for the screening

panel for the Visitors Bureau Director position, and selection of subcommittee (Jerry Fischer, Joan Gloor and Linda Sinclair) to work closely with the County Administrative Officer in the interim of filling the position/Ayes: Unanimous. The remaining recommendations were continued to April 23, 1996, for further consideration. Jerry Fischer advised of the status of the travel planner and requested a waiver of the formal bid process for printing - it is proposed that a informational but nonetheless competitive solicitation will occur for the printing without the requirement for prospective Board approval of bid specifications, etc. Motion by Parker to authorize an informal bid process for the printing, was withdrawn following further discussion. Jerry Fischer advised that he would have more information available next week on this matter. Board members requested an opportunity to review the draft travel planner prior to final printing.

Request Received from the Arts Council for Support of the Spring Festival to be Held May 17 Through 19, 1996 (Supervisor Parker)
BOARD ACTION: Supervisor Parker reviewed the request, including additional requests for closure of 9th Street, and 10th Street, as needed; and Courthouse security to be subject to review and approval by County Counsel. Joe Fox, Arts Council, provided input on the request. Supervisor Balmain asked about coordination of events - it was noted that the Coulterville Coyote Howl and the School Foundation events are scheduled for this same weekend. Glen Franklin commented on the Bluegrass portion of the event. (M)Parker, (S)Taber, Res. 96-156 adopted approving request and additional requests as presented/Ayes: Unanimous.

cc: Visitors Bureau
Chamber of Commerce
Jim Evans, HCD Director
Ken Hawkins, Auditor
Jeff Green, County Counsel
Nancy Kyle, Personnel
File

The Mariposa County Tourism Advisory Council met on April 11, 1996 and made the following recommendations.

- 1) That the hours of the Visitors Center in Mariposa be expanded to include service from 8:00 A.M. to 9:00 P.M. Monday thru Saturday and Sundays from 10:00 A.M. to 6:00 P.M. - From May 1 to October 31st. (#20,000)
- 2) That an interim newspaper advertising budget be adopted to include a weekend advertising campaign in Sacramento, San Francisco, Modesto and the San Luis Obispo areas. Budget \$35,000 including copy writing and production costs. In addition that we contract with Sierra Escape for a 4 page Mariposa section - distribution 120,000 copies along with an overrun for additional distribution Budget \$15,000.
- 3) The Advisory Council recommends that we contract with California A La Carte, a London based company, to coordinate a press trip to Mariposa with travel writers from several chains of weekly papers throughout England. This would include the selection and invitation of writers, trip planning, all travel costs, escort and transportation as well as providing a photographer to assist the journalists.

As planned the trip is limited to not more than three tourist areas in the Northern California area. The Sonoma County Visitors Bureau is now negotiating to be included in this effort. Cost to Mariposa County - not to exceed \$5,000.

- 4) The MCTAC named George Spach, who heads Sierra Services for Yosemite Concessions, and Linda Sinclair, Manager of the fairgrounds, to represent our council in the interview process for the Director of Tourism position.
- 5) The MCTAC reviewed the results of ITB the largest travel trade show in the world and recommends that the claim for \$550 by Mike Habermann of Boulder Creek B&B be paid out of tourism budget - as agreed by Jeff Irons prior to his departure.

In addition the MCTAC named a three person committee consisting of Gerald Fischer, Joan Gloor and Linda Sinclair to handle any day to day decisions or assist county staff as needed.

4/16
Approved

4/16
Approved -
To work
Closely w/CAO

Sierra Escape: 4 Page County Promotional Section
Cost: \$13,680.00
Distribution: 120,000 Copies


Includes: All production, color separations and copy provided.

Editorial review by Tourism Director or Board. Intended to be a pictorial review of Mariposa. No advertising in this section. Distribution includes trade shows, AAA offices throughout California and many other distribution points as well as direct mail to select Northern California companies.

Added benefit: Reprints available at about 6 1/2 cents each for distribution at lower cost.

April 10, 1996

To: Mariposa Visitors Bureau Advisory Board

From: George Spach 

Re: **Interim Advertising**

In order to address the need for county tourism visibility in the interim pending hire of a new director, we should commit the remaining media dollars for fiscal 1995-96 to a six-week newspaper campaign in northern California. Although radio and combined media campaigns are typically more effective, this would take more funding and is best left to full-time staff.

The best run dates would be three Sundays in May (excluding Memorial Day weekend) and three Sundays in June for a total of six insertions. If there is to be any special offer (free buses or ?), this needs to be decided as soon as possible. A possible theme might be to use the current Sunset-Motorland format with a marquee heading to add something like :

1. "Experience Yosemite
in Mariposa County."
(existing photo)
2. "Experience the Wine Country
in Mariposa County."
(winery or grapevine photos)
3. "Experience History
in Mariposa County."
(courthouse photo)
4. "Experience a Bed and Breakfast
in Mariposa County."
(bed & breakfast photo)
5. "Experience the Gold
in Mariposa County."
(prospector panning photo)

Etc:

These would have appropriate copy at the bottom along with our toll free phone number. Each ad in black and white would cost \$500-\$1,000 to produce, camera ready. The space will run about \$25,000 if we include the San Francisco Chronicle/Examiner (\$18,000) the Sacramento, Modesto, and Fresno Bees (\$9,000) and a coast paper - Monterey/Carmel/San Luis Obispo (\$3,000). The total campaign totals \$35,000 including agency production and commissions, assuming we have access to the photos.

If this program meets with your approval, it should be presented to the Supervisors at their next meeting. I will be happy to recommend an agency if there is no one in the County in a position to take this project on.

Discussion of the following items was continued to April 23, 1996, to be considered with the Visitor's Bureau issues:

- \$1,000 for the Arts Council for the Goldrush/Spring Festival

- Vacation Planner printing and bid process