

DEPARTMENT: County Counsel BY: Jeffrey G. Green PHONE: 209/966-3222

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

Adopt this resolution approving attached new class specification for the position of Visitors Bureau Director at an annual salary of \$40,000-45,000, depending upon qualifications, adding this position to the Employee Allocation Schedule, requesting direction from the Board regarding the recruitment and selection process, and allowing the County Administrative Officer to advertise for candidates for this position. This new classification will serve at the pleasure of the Board of Supervisors and will be unrepresented.

BACKGROUND AND HISTORY OF BOARD ACTIONS: Per Mariposa County Personnel Policies and Procedures Handbook, Section 4.02 "Classification Plan Amendment: The Board may create new classes or revise or abolish existing classes."

Pursuant to Board Direction, a Tourism Development Report was prepared by Ed Hardy and submitted to the Board on February 14, 1995. This report was referred to an ad hoc committee consisting of Supervisors Parker and Reilly whose recommendations were submitted to the Board during their meeting of March 28, 1995 and adopted per Resolution 95-124.

This requested new class specification is consistent with the Board's direction in accordance with the above resolution. The requested salary range was established at an annual rate of \$40,000-45,000 (plus benefits), depending upon qualifications, based on a review of the information contained in the attached memorandum from Mr. Ed Hardy to the Board of Supervisors dated April 3, 1995. Both the County Administrative Officer and County Counsel have reviewed and concur with this salary recommendation.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve this class specification and salary range.

Revise this class specification and salary range as deemed necessary by the Board.

COSTS: () Not Applicable	
A. Budgeted current FY	\$ -0-
B. Total anticipated costs	\$5,062*
C. Required additional funding	\$ -0-
D. Internal transfers	\$5,062
* 12-month cost = \$60,750	
SOURCE: () 4/5ths Vote Required	
A. Unanticipated revenues	\$ _____
B. Reserve for contingencies	\$ _____
C. Source description: Balance in Advertising Fund	_____
Balance in Reserve for Contingencies,	_____
if approved: \$	_____

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

CLERK'S USE ONLY:

Res. No.: 95-129

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: 

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JEFFREY G. GREEN, County Counsel
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: Off Agenda item authorizing the position for Visitors
Bureau Director.

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on April 4, 1995

ACTION AND VOTE:

Mike Coffield/County Administrative Officer, advised of an off-agenda item to authorize advertisement for the position of Visitors Bureau Director. (M)Taber, (S)Reilly, Board waived its rules requiring 72 hours agenda noticing, to consider this request, finding it is a matter of timeliness to meet the implementation timeframes for the program and the information was not available at the time the agenda was prepared/Ayes: Unanimous. Following discussion, (M)Taber, (S)Reilly, Res. 95-129 adopted approving the class specification for the position of Visitors Bureau Director at an annual salary of \$40,000 to \$45,000; adding said position to the Employee Allocation Schedule; and directing that the recruitment process commence, as recommended/Ayes: Unanimous.

cc: File
Ken Hawkins, Auditor
Mike Coffield, County Administrator Officer
Nancy Kyle, Personnel
Jim Evans, HCD

COUNTY OF
MARIPOSA

BUDGET ACTION FORM

DEPT/DIV: Administration

CONTACT: Mike Coffield

DATE: April 4, 1995

PHONE: 966-3222

ACTION REQUESTED: (Check All That Apply)

- () Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the County budget, or in any one fund of the budget, or appropriating Reserve for Contingencies;
- (x) Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;
- () Transfer by Administrator: Moving existing appropriations within a single budget category between line items (i.e. services and supplies, etc.)
- () Transfer by Auditor: Moving salaries between line items to accommodate variances internal to salaries; OR transfers within the County budget under \$50.00 to accommodate minor variations from the budget.

<u>FUND/DEPT/ACCT NO.</u>	<u>LINE ITEM DESCRIPTION</u>	<u>AMOUNT (FROM)/TO</u>
010-0143-491-0437	Advertising - Tourism Council	(\$ 5,062)
001-0102-412-0103	Administration Visitors' Bureau Director	\$ 5,062

Justification: Transfer of funds for Newly created Visitors Bureau
Director Salary for remainder of 1994/95 fiscal year

Department Head Signature: [Signature] Date: 4-4-95

Approved By: Res. No. 95-129 Clerk: hms Date: 4-4-95

Administrator: _____ Date: _____


Auditor: Carol Arzends Date: 4-4-95

AUDITOR'S USE ONLY:

Description: _____ Transfer No.: _____
B.R. No.: _____

Ed Hardy
P. O. Box 105
Bass Lake, Ca 93604
209-642-2611

April 3, 1995

To: Board of Supervisors
From: Ed Hardy 
Subject: Hiring a Director for the Visitors Bureau

The second phase of establishing a Visitors' Bureau for Mariposa County includes hiring a Director for the Visitors' Bureau.

Review of salaries reveals that Gold Country annual salaries for visitors' bureau directors range from \$30,000 to 45,000. Salaries for directors of visitors bureaus are often set relative to annual visitors' bureau budgets. Areas with operating budgets from \$250,000 to \$500,000 have a visitors' bureau director salary in the range of \$30,000 to \$75,000. Areas with operating budgets over \$500,000 pay \$75,000 and up.

These are base salary ranges that have 30% to 40% benefit packages added to them.

Employment of Visitors' Bureau Directors fall into two main categories:

1. Employees of county or city government;
2. Employees of 501(c) not for profit corporations.

Anticipating an operating budget of \$450,00 to \$500,000 and recognizing that the Visitors' Bureau Director will be a County employee, to attract a top candidate I recommend that the salary range be established at \$40,000 to \$45,000 plus the 35% Mariposa County benefit package.

MARIPOSA COUNTY

JOB TITLE: VISITORS BUREAU DIRECTOR

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

Under policy direction of the Board of Supervisors and administrative direction from the County Administrative Officer, to plan, organize and direct advertising, marketing, market research, public relations and promotional programs designed to increase tourism in Mariposa County; to coordinate activities with other departments, community organizations and the media; and to provide highly complex assistance to the Board of Supervisors and County Administrative Officer. This job class requires a high level of organizational and administrative and marketing skills and designated specialized knowledge relating to the tourism/hospitality industry. This class may exercise direct and indirect supervision over technical and clerical staff.

SUPERVISOR: This position is appointed by and serves at the pleasure of the Board of Supervisors. This position reports to the County Administrative Officer.

TYPICAL DUTIES

- Directs and participates in the development and implementation of goals, objectives, policies, procedures and priorities related to the Visitors Bureau and operation of visitor centers
- Prepares and administers the Visitors Bureau annual budget
- Develops and implements an annual marketing plan in accordance with a multi-year marketing strategy
- Directs, implements and manages advertising, public relations, promotions and marketing designed to support the policies and objectives established by the Board of Supervisors to promote Mariposa County as a visitor and tourism destination
- Conducts continuing market research; recommends and implements program improvements in marketing efforts based on results achieved and anticipated objectives
- Trains, supervises and evaluates staff

MARIPOSA: VISITORS BUREAU DIRECTOR

TYPICAL DUTIES (Cont'd)

- Establishes and maintains close working relationships with Tourism Advisory Council (a Board of Supervisors appointed advisory board) and others in the visitor/tourism industry and the news media in order to achieve cooperative publicity, advertising and promotional programs
- Assists with coordination of County-wide marketing, advertising, promotions and publicity; ensures maximum impact of all supporting programs and campaigns
- Participates in Yosemite region network.
- Cultivates good community relations and provides hospitality education to Mariposa County citizens by appearing before civic, fraternal and other community groups
- Meets with the public in small and large groups to discuss County policies, practices and problems as they relate to tourism
- Performs related duties as assigned

EMPLOYMENT STANDARDS

Knowledge of:

- principles and procedures used in the tourism/hospitality industry, tour packaging and marketing, including media relations, advertising, public relations and promotion.
- principles and procedures used in planning, developing, implementing, financing and administering tourism programs.
- research methods and sources of information related to marketing and tourism development.
- extensive working knowledge of marketing techniques, procedures and processes, market research techniques and analysis.
- principles and practices of organization, administration and personnel management.

MARIPOSA: VISITORS BUREAU DIRECTOR

Ability to:

- plan, organize, direct and implement the work of the Visitors Bureau.
- prepare and administer a budget.
- deal with newly-emerging attitudes in the marketing and tourism field.
- identify, coordinate and resolve a wide variety of interests in the County's development of marketing and tourism policies and strategies.
- develop creative and innovative plans and activities to market the Mariposa County tourism/hospitality industry.
- establish and maintain effective working relationships with those contacted in the course of work.
- properly interpret and make decisions in accordance with policies and strategies established by the Board of Supervisors.
- communicate clearly and concisely, both orally and in writing.
- present ideas and concepts persuasively in speaking before groups or writing for publication.
- work effectively in individual and group settings.
- establish priorities and meet deadlines.
- operate a PC and other general office equipment.
- supervise, train and evaluate staff.
- delegate authority and responsibility; schedule and program work on a long-term basis.

MARIPOSA: VISITORS BUREAU DIRECTOR

MINIMUM QUALIFICATIONS

Experience: Six years of professional tourism marketing experience which includes three years of managerial experience as a department, agency, or visitors bureau director.

Education: A bachelor's degree from an accredited college or university with major course work in marketing, public administration, public relations or a related field. Additional professional tourism marketing experience may be substituted for the required education on a year-for-year basis.

Possession of: A valid California driver's license.

VisitDir.frm
Creation Date: 4/95

(B/S 95-129 - 4/4/95