

DEPARTMENT: Technical Services

BY: Rick Peresan
PHONE: 966 8029

RECOMMENDED ACTION AND JUSTIFICATION:

Direct Staff to pursue a personal services agreement with CVBTV for development of the Visitors Bureau web site for Board approval. This can improve the visibility of Mariposa County as a travel destination, increase revenue to the county and local businesses, and reduce labor requirements in fulfilling visitor bureau requests.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board directed the Committee to issue RFP for development of the Visitors Bureau Web Site.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

The Board could decide not to pursue Visitors Bureau Web Site Development at this time but would forego an opportunity to improve local tourism and Visitors Bureau effectiveness.

Financial Impact? () Yes (x) No	Current FY Cost: \$	Annual Recurring Cost: \$
Budgeted In Current FY? () Yes () No () Partially Funded		
Amount in Budget: \$		List Attachments, number pages consecutively
Additional Funding Needed: \$		RFP's issued list
Source:		RFP Responses
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.: SS-344 Ord. No. _____
Vote - Ayes: _____ 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: _____

CAO: _____



COUNTY of MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

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MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: RICK PERESAN, Technical Services Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MW*
SUBJECT: PERSONAL SERVICES AGREEMENT WITH CVBTV.com FOR THE DEVELOPMENT
OF A NEW VISITOR'S BUREAU WEB SITE
Resolution No. 03-344

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on September 23, 2003

ACTION AND VOTE:

Rick Peresan, Technical Services Director;
Presentation Relative to the Visitor's Bureau Web Site; Award Proposal to CVBTV.com for the
Development of a New Visitor's Bureau Web Site; and Direct Staff to Enter into a Personal Services
Agreement with CVBTV.com Upon Approval of County Counsel (Proposals Available for Review at the
Clerk of the Board's Office)

BOARD ACTION: Rick Peresan reviewed the request for proposal process, and asked the Board to hear
the presentation from CVBTV.com. Rich Reasons and Ryan George/CVBTV.com gave a presentation
showing websites they have developed and their proposal for the County. Discussion was held relative to
the proposal, staff involvement in the project and maintenance of the site. (M)Parker, (S)Bibby, Res. 03-
344 was adopted directing staff to work with the County Administrative Officer to pursue a Personal
Services Agreement with CVBTV.com and report back to the Board; direction was given for the County
Administrative Officer and Technical Services Director to come back with information on a timeframe for
implementation of the program, and a recommendation for staff support to implement, provide necessary
information and maintain the site; and direction was given for a separate section to be added to the website
relative to the County's history; and that this product will belong to the County.

Input was provided by the following:

- Dick Kunstman stated he feels this sounds like a promising and powerful tool. He requested that there be consideration of adding, for the benefit of the citizens and visitors, the weekly agenda package information to the site.
- Judie Beliera commented on her background with projects, and stated she can handle this project.

Discussion was held/Ayes: Unanimous.

cc: Rich Inman, County Administrative Officer
Jeff Green, County Counsel
Ken Hawkins, Auditor,
Judie Beliera, Tourism and Economic Development
File