



Board Agenda Item 13

DATE: July 10, 2018

TO: Board of Supervisors

SUBMITTED BY: Jean M. Rousseau, County Administrative Officer

SUBJECT: Agreement and Direction on Fresno County State Capitol Display Update

RECOMMENDED ACTION(S):

1. **Approve and authorize the Chairman to execute a Letter Agreement with the Fresno/Clovis Convention & Visitors Bureau for the Fresno County State Capitol display effective upon execution and provide direction to staff regarding display content (\$7,500); and**
2. **Approve and authorize the County Administrative Officer to execute County Display Case Authorization Form.**

There is no additional Net County Cost associated with the recommended actions. The current Fresno County display in the State Capitol Building contains graphics that have not been updated since 2006. Approval of the recommended actions will allow the Fresno/Clovis Convention & Visitors Bureau to update the State Capitol display with a multi-media monitor with the County having control of the displayed content. This agreement and authorization form are in the mutual interest of and benefit both the County and the Fresno/Clovis Convention & Visitors Bureau because they promote the County of Fresno at the State Capitol. This item is countywide.

ALTERNATIVE ACTION(S):

Your Board may choose not to approve the recommended actions and keep the current display in the State Capitol.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended actions. The maximum annual cost of the display update is \$7,500. The Fresno/Clovis Convention & Visitors Bureau will fully fund all costs associated with the State Capitol display update, including periodic updates to the content.

DISCUSSION:

Each California County is provided a shadow box area (40" wide by 60" tall) in the hallway of the State Capitol to feature their county's attributes. On January 24, 2006, your Board approved replacing the display, which was over ten years old and non-functioning. At that time, Graphic Communication Services prepared two presentations. The first was graphics that featured Fresno County's Sesquicentennial celebration, which was displayed from April 1, 2006 through November 1, 2006. The second contained conceptual graphics used as a marketing tool for Fresno County that has been in place from November 2, 2006 until today.

The State Department of General Services (DGS) maintains access to the county display cases. A County Display Case Authorization Form must be completed and executed by authorized County officials and

submitted to DGS in order to gain access. The current graphic display (see Attachment A) will be replaced with a multi-media monitor and the County will have the exclusive right to approve all images, information, and content in the presentation displayed. It is estimated that the display will be completed by September 30, 2018, depending on time required for content approval. Seasonal content updates will be provided to the County Administrative Office by the contracted vendor in digital form. All content will be approved by the County, which shall include tourist information about the County of Fresno.

This agreement is in the mutual interest of and benefits both the County and the Fresno/Clovis Convention & Visitors Bureau because it promotes the County of Fresno at the State Capitol. The agreement does not include a termination date.

REFERENCE MATERIAL:

BAI #8, January 24, 2006

ATTACHMENTS INCLUDED AND/OR ON FILE:

Attachment A - Current Graphic Display

On file with Clerk - Letter Agreement Regarding State Capitol Display Project

On file with Clerk - County Display Case Authorization Form

CAO ANALYST:

Jeannie Z. Figueroa