



Board Agenda Item 6

DATE: September 11, 2018

TO: Board of Supervisors

SUBMITTED BY: Jean M. Rousseau, County Administrative Officer

SUBJECT: Fresno County State Capitol Digital Display

RECOMMENDED ACTION(S):

1. **Receive presentation by the Fresno/Clovis Convention & Visitors Bureau of proposed content for the Fresno County State Capitol multi-media display; and**
2. **Approve the proposed content as presented by the Fresno/Clovis Convention & Visitors Bureau or with any requested changes to the content.**

There is no Net County Cost associated with the recommended actions. On July 10, 2018, your Board approved a Letter Agreement with the Fresno/Clovis Convention & Visitors Bureau to update the Fresno County State Capitol display with a multi-media monitor with the County having control of the displayed content. The recommended actions will approve the content to be utilized in the State Capitol display as proposed by the Fresno/Clovis Convention & Visitors Bureau or with any changes requested by the Board of Supervisors. This item is countywide.

ALTERNATIVE ACTION(S):

Your Board may choose not to approve the recommended actions and direct the Fresno/Clovis Convention & Visitors Bureau to propose different content and return at a later date.

FISCAL IMPACT:

There is no 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. The current Fresno County display has been in place since November 2, 2006. On July 10, 2018, your Board approved a Letter Agreement with the Fresno/Clovis Convention & Visitors Bureau to update the Fresno County State Capitol display with a multi-media monitor with the County having control of the displayed content. The Fresno/Clovis Convention & Visitors Bureau has created the proposed content for the multi-media display and per the agreement is coming to your Board to obtain approval of the proposed content. If approved, it is estimated that the update to the Fresno County State Capitol display will be completed by the end of September.

REFERENCE MATERIAL:

BAI #13, July 10, 2018
BAI #8, January 24, 2006

CAO ANALYST:

Jeannie Z. Figueroa