

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Chief Executive Office

BOARD AGENDA # *B-4

Urgent

Routine

out

AGENDA DATE August 18, 2015

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Adopt a Resolution of Support for the Designation of Highway 132 as the John Muir Highway

STAFF RECOMMENDATIONS:

Adopt a resolution of support for the designation of Highway 132 as the John Muir Highway.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

BOARD ACTION AS FOLLOWS:

No. 2015-385

On motion of Supervisor Monteith, Seconded by Supervisor Chiesa
and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, DeMartini, and Chairman Withrow

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:

ATTEST:


CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval to Adopt a Resolution of Support for the Designation of Highway 132 as the John Muir Highway

DISCUSSION:

The route taken in 1868 by famed naturalist John Muir on his first visit to Yosemite was parallel to today's existing J-132 route above Coulterville. The John Muir Geotourism Center is advocating marketing the entire length of State Route 132 as The John Muir Highway, which can enhance tourism in towns along or adjacent to this scenic corridor. The Mariposa County Board of Supervisors and the John Muir historians have secured for the J-132 segment the designation of the John Muir Highway.

The designation is intended to memorialize the traditions and accomplishments of John Muir but also to provide a marketing brand for Route 132, which is under-appreciated as an alternate scenic route to Yosemite National Park, and that with creative marketing could become a popular travel option for tourists from northern California and beyond.

The John Muir Geotourism Center is also seeking relationships with jurisdictions and institutions in the San Joaquin Valley, as well as the Sierra, and has expressed support for the efforts of the cities within Stanislaus County to increase regional tourism and recreational activities.

The Waterford City Council adopted a resolution supporting the designation of Highway 132 as The John Muir Highway on March 5, 2015. The cities of Ceres, Turlock, Riverbank, and Patterson have adopted a resolution; and the Cities of Hughson, Modesto, and Newman will be bringing it to their Council in the coming months.

Upon approval and receipt of the County's and each city's resolution of support, StanCOG will take formal action to express support of the designation on behalf of Stanislaus County and its cities.

POLICY ISSUES:

The recommended action supports the Board's priorities of A Strong Local Economy by enhancing tourism.

STAFFING IMPACTS:

There is no staffing impact associated with this action.

CONTACT:

Keith D. Boggs, Assistant Executive Officer

Telephone: 652-1514

ATTACHMENT:

Resolution

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA

Date: August 18, 2015

2015-385

On motion of Supervisor Monteith Seconded by Supervisor Chiesa
and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, DeMartini and Chairman Withrow

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

Item # *B-4

THE FOLLOWING RESOLUTION WAS ADOPTED:

**RESOLUTION OF SUPPORT FOR THE DESIGNATION OF
HIGHWAY 132 AS THE JOHN MUIR HIGHWAY**

WHEREAS, the route taken in 1868 by famed naturalist John Muir on his first visit to Yosemite was parallel to today's existing county-maintained J-132 route above historic Coulterville, and

WHEREAS, the Mariposa County Board of Supervisors and John Muir historians have secured for the J-132 segment the designation of the John Muir Highway, and

WHEREAS, the John Muir Geotourism Center, the nation's first geotourism center, which is headquartered in Coulterville, is seeking an extension of the John Muir Highway designation to the full length of the State Route 132 corridor from its western connections with I-5 and I-580 to Coulterville, and

WHEREAS, this designation is intended to memorialize the traditions and accomplishments of John Muir but also to provide a marketing brand for Route 132, which is under-appreciated as an alternate scenic route to Yosemite National Park, and that with creative marketing could become a popular travel option for tourists from northern California and beyond, and

WHEREAS, tourism is known to be a vital source of income, especially for jurisdictions that work cooperatively within a regional framework that connects areas of common values and sites of interest, and

WHEREAS, the John Muir Geotourism Center is also seeking relationships with jurisdictions and institutions in the San Joaquin Valley, as well as the Sierra, and has expressed support for the efforts of the cities and Stanislaus County to increase regional tourism and recreational activities.

NOW, THEREFORE, BE IT RESOLVED that the Stanislaus County Board of Supervisors does hereby endorse the efforts of the John Muir Geotourism Center to create a tourism development program for Highway 132 beginning with branding of the route as the John Muir Highway.

ATTEST: **CHRISTINE FERRARO TALLMAN, Clerk**
Stanislaus County Board of Supervisors,
State of California



File No.