



## Monterey County Board of Supervisors

### Board Order

168 West Alisal Street,  
1st Floor  
Salinas, CA 93901  
831.755.5066  
www.co.monterey.ca.us

A motion was made by Supervisor Luis A. Alejo, seconded by Supervisor John M. Phillips to:

**Agreement No.: A-13105**

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment No. 4 to the agreement (A-13105) with Armanino, LLP dba AMF Media Group for public relations services, extending the agreement an additional one (1) year period (May 1, 2020 through April 30, 2021) for a revised full agreement term of May 1, 2016 through April 30, 2021, and adding \$300,000 for a revised total agreement amount not to exceed \$1,611,900.

PASSED AND ADOPTED on this 28<sup>th</sup> day of April 2020, by roll call vote:

AYES: Supervisors Alejo, Phillips, Lopez, Parker and Adams  
NOES: None  
ABSENT: None  
(Government Code 54953)

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 82 for the meeting April 28, 2020.

Dated: April 28, 2020  
File ID: A 20-084  
Agenda Item No.: 27

Valerie Ralph, Clerk of the Board of Supervisors  
County of Monterey, State of California

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Joel G. Pablo, Deputy

**AMENDMENT NO. 4  
TO SERVICES AGREEMENT  
BETWEEN ARMANINO, LLP DBA AMF MEDIA GROUP AND  
NATIVIDAD MEDICAL CENTER  
FOR  
PUBLIC RELATION SERVICES**

This Amendment No. 4 to the Services Agreement (“Agreement”) which was effective on May 1, 2016 is entered into by and between the County of Monterey, on behalf of Natividad Medical Center (hereinafter “NMC”), and Armanino, LLP dba AMF Media Group (hereinafter “CONTRACTOR”); (collectively, the County, NMC and CONTRACTOR are referred to as the “Parties”), with respect to the following:

**RECITALS**

**WHEREAS**, the Agreement was executed with Armanino, LLP dba AMF Media Group for public relation (PR) services with a term May 1, 2016 through April 30, 2017 and a total Agreement amount not to exceed \$185,500; and

**WHEREAS**, NMC and CONTRACTOR amended the Agreement on May 1, 2017 via Renewal and Amendment No. 1 to extend the term for an additional one year period through April 30, 2018 and to add an additional \$394,400, thereby increasing the total Agreement amount to \$579,900; and

**WHEREAS**, NMC and CONTRACTOR amended the Agreement on May 1, 2018 via Amendment No. 2 to extend the term for an additional one year period through April 30, 2019 and to add an additional \$415,500, thereby increasing the total Agreement amount to \$995,400; and

**WHEREAS**, NMC and CONTRACTOR amended the Agreement on May 1, 2019 via Amendment No. 3 to extend the term for an additional one year period through April 30, 2020 and to add an additional \$316,500, thereby increasing the total Agreement amount to \$1,311,900; and

**WHEREAS**, NMC and CONTRACTOR currently wish to amend the Agreement via Amendment No. 4 to extend the term for an additional one (1) year period through April 30, 2021 to allow for services to continue with revisions to the original scope of work attached hereto as “Exhibit A-4 per Amendment No. 4” with a \$300,000 increase for the added services for a total Agreement amount of \$1,611,900.

**AGREEMENT**

**NOW, THEREFORE**, the Parties agree to amend the Agreement as follows:

The Agreement is hereby renewed on the terms and conditions as set forth in the Original Agreement and in Renewal and Amendment No 1, Amendment No. 2, and Renewal and Amendment No. 3 incorporated herein by this reference, except as specifically set forth below.

1. **Section 2 titled, “PAYMENTS BY NMC” shall be amended by removing:**

“NMC shall pay the CONTRACTOR in accordance with the payment provisions set forth in Exhibit A of the original Agreement, Exhibit A-1 attached to the Renewal and Amendment No. 1, Exhibit A-2 attached to Amendment No. 2, plus Exhibit A-3 attached hereto this Amendment No. 3, subject to the limitations set forth in this Agreement. The total amount payable by NMC to CONTRACTOR under this Agreement shall not exceed the sum of \$1,311,900.”

**and replacing it with:**

“NMC shall pay the CONTRACTOR in accordance with the payment provisions set forth in EXHIBIT A-4 as per Amendment No. 4 attached hereto this Amendment No. 4, subject to the limitations set forth in this Agreement. The total amount payable by NMC to CONTRACTOR under this Agreement

shall not exceed the sum of \$1,611,900.”

2. **The first sentence of Section 3.1 under “TERM OF AGREEMENT” shall be amended by removing:**

“The term of this Agreement is from May 1, 2016 through April 30, 2020 unless sooner terminated pursuant to the terms of this Agreement.”

**and replacing it with:**

“The term of this Agreement is from May 1, 2016 through April 30, 2021 unless sooner terminated pursuant to the terms of this Agreement.”

3. **Section 4 titled, “ADDITIONAL PROVISIONS/ EXHIBITS” shall be amended by removing the following:**

“The following attached exhibits are incorporated herein by reference and constitute a part of this Agreement:

**Exhibit A:** Scope of Services/ Payment Provisions (for period May 1, 2016 – April 30, 2017)

**Exhibit A-1:** Revised Scope of Services/ Payment Provisions as per Renewal-Amendment No. 1 (for period May 1, 2017 – April 30, 2018)

**Exhibit A-2:** Revised Scope of Services/ Payment Provisions as per Amendment No. 2 (for period May 1, 2018 – April 30, 2019)

**Exhibit A-3:** Revised Scope of Services/ Payment Provisions as per Amendment No. 3 (for period May 1, 2010 – April 30, 2020)

**Exhibit B:** Business Associate Agreement”

**and replacing it with:**

“The following attached exhibits are incorporated herein by reference and constitute a part of this Agreement:

**Exhibit A-4:** Revised Scope of Services/ Payment Provisions as per Amendment No. 4

**Exhibit B:** Business Associate Agreement”

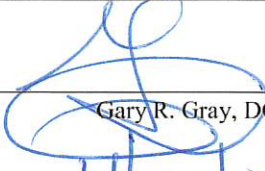
4. Except as provided herein, all remaining terms, conditions and provisions of the Agreement are unchanged and unaffected by this Amendment No. 4 and shall continue in full force and effect as set forth in the Agreement and in Renewal and Amendment No. 1, Amendment No. 2 and Amendment No. 3.
5. A copy of this Amendment No. 4 shall be attached to the Agreement.
6. This Amendment No. 4 shall be effective when May 1, 2020.

*The remainder of this page was intentionally left blank.*


*~ Signature page to follow ~*

IN WITNESS WHEREOF, the Parties hereto are in agreement with this Amendment No. 4 on the basis set forth in this document and have executed this Amendment No. 4 on the day and year set forth herein.

**NATIVIDAD MEDICAL CENTER**

By:   
Gary R. Gray, DO, CEO  
Date: 3/30/2020

**APPROVED AS TO LEGAL PROVISIONS**

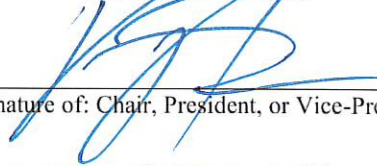
By:   
Monterey County Deputy County Counsel  
Date: 3/17/2020

**APPROVED AS TO FISCAL PROVISIONS**

By:   
Monterey County Deputy Auditor/Controller  
Date: 3/18/2020

**CONTRACTOR**

Armanino, LLP dba AMF Media Group  
**CONTRACTOR's Business Name**  
\*\*\*See instructions below\*\*\*

By:   
(Signature of: Chair, President, or Vice-President)

Vintage Foster, CEO  
Name and Title

Date: 3/10/20

By: \_\_\_\_\_  
(Signature of: Secretary, Asst. Secretary, CFO,  
Treasurer, or Asst. Treasurer)

\_\_\_\_\_  
Name and Title

Date: \_\_\_\_\_

**\*\*\*Instructions\*\*\***

**If CONTRACTOR** is a corporation; including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers (two signatures required).

**If CONTRACTOR** is a partnership; the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership (two signatures required).

**If CONTRACTOR** is contracting in an individual capacity, the individual shall set forth the name of the business, if any and shall personally sign the Agreement (one signature required).

**EXHIBIT A-4 per Amendment No. 4**  
**REVISED SCOPE OF SERVICES/ PAYMENT PROVISIONS**

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**Scope of Services (May 1, 2020-April 30, 2021)**

**I. Description of All Services to be Rendered by CONTRACTOR:**

**A. Public Relations**

1. CONTRACTOR shall use Public Relations to shift latent community perception and raise awareness of the hospital. CONTRACTOR's efforts shall seek to retain NMC's current patients (core zip codes of 93905, 93906, 93901 and 93907) and attract new patients.
2. CONTRACTOR shall use two primary outreach strategies:
  - a. **Media Relations:** CONTRACTOR shall nurture and secure stories across broadcast and print media that position NMC as the community's health care expert. CONTRACTOR shall co- manage and maintain open communication lines between NMC and the media. CONTRACTOR shall write, distribute and manage press releases, and CONTRACTOR shall manage media calls and requests.
  - b. **Thought Leadership:** CONTRACTOR shall help the hospital lead the conversation on health and wellness by telling NMC's stories. CONTRACTOR shall establish and develop a slate of educational web content tied to health holidays, seasonal issues, etc. Some content may include Peak Health articles, and may be utilized with traditional media as bylined articles or pitches.
3. CONTRACTOR shall manage the relationship with NMC's translation vendors to provide press releases in both English and Spanish. CONTRACTOR shall provide regular monitoring, metrics and reporting for all Public Relations activities for NMC.

**B. Content Creation and Editing**

CONTRACTOR shall provide content creation and editing services for NMC's marketing and community relations. This may include researching, conducting interviews and drafting requested content as well as providing editing and proofreading services for various hospital collateral. CONTRACTOR shall also interface with NMC's translations vendors to provide content in both English and Spanish.

**EXHIBIT A-4 per Amendment No. 4**  
**REVISED SCOPE OF SERVICES/ PAYMENT PROVISIONS**

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**C. Peak Health Magazine Services: \$136,000**

CONTRACTOR shall continue to design and produce the bilingual Peak Health magazine on a biannual basis. Magazine services shall be billed at a blended rate of \$200 an hour. CONTRACTOR estimates approximately 680 hours of magazine services in the contract year. This fee does not include any translation, printing, mailing or postage costs associated with producing and distributing the magazine. However, CONTRACTOR shall handle all coordination and logistics with translation and printing/ mailing vendors.

**D. Patient Testimonial/Service Line Commercial: \$40,000**

CONTRACTOR shall produce a patient and service-line focused television spot. The commercial shall be in line with the concept developed in Q1 2020 and shall have a tangential connection to the brand commercial. This fee does not include any translation costs.

**E. Crisis Communications Services: \$10,000**

Crisis communications and conflict management services shall be led primarily by Vintage Foster. He shall be supported by various members of the CONTRACTOR's PR and Content team. Vintage Foster's rate is \$800 an hour and the members of his team work at a rate of \$500 an hour. All crisis communications work should not exceed \$10,000 in the contract year.

**F. Travel: \$3,000**

1. CONTRACTOR shall operate under a not-to-exceed \$3,000 annual travel budget for meetings and all crisis- and magazine-related travel, including hotel, mileage, per diem meal expenses, etc. Travel reimbursement to be paid per County of Monterey policy/requirements.
2. County and CONTRACTOR agree that CONTRACTOR shall be reimbursed for travel expenses during this Agreement. CONTRACTOR shall receive compensation for travel expenses as per the Monterey County Travel and Business Expense Reimbursement Policy. A copy of the policy is available online at <https://www.co.monterey.ca.us/government/departments-a-h/auditor-controller/disbursements> to receive reimbursement, CONTRACTOR must provide a detailed breakdown of authorized expenses, identifying what was expended and when.

G. CONTRACTOR warrants that the cost charged for services under the terms of this contract are not in excess of those charged any other client for the same services performed by the same individuals.

H. Payment may be based upon satisfactory acceptance of each deliverable, payment

**EXHIBIT A-4 per Amendment No. 4**  
**REVISED SCOPE OF SERVICES/ PAYMENT PROVISIONS**

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after completion of each major part of the Agreement, payment at conclusion of the Agreement, etc.

- I. County may, in its sole discretion, terminate the contract or withhold payments claimed by CONTRACTOR for services rendered if CONTRACTOR fails to satisfactorily comply with any term or condition of this Agreement.
- J. No payments in advance or in anticipation of services or supplies to be provided under this Agreement shall be made by County.

**PRICING SUMMARY: 2020-2021 Total: \$300,000**