



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 24-172

April 30, 2024

Introduced: 4/12/2024

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 4 to the agreement (A-14059) with Waltz Creative LLC for marketing and graphic design services, extending the agreement an additional one (1) year period (August 1, 2024 through July 31, 2025) for a revised full agreement term of August 1, 2018 through July 31, 2025, and adding \$225,000 for a revised total agreement amount not to exceed \$1,850,000.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 4 to the agreement (A-14059) with Waltz Creative LLC for marketing and graphic design services, extending the agreement an additional one (1) year period (August 1, 2024 through July 31, 2025) for a revised full agreement term of August 1, 2018 through July 31, 2025, and adding \$225,000 for a revised total agreement amount not to exceed \$1,850,000.

SUMMARY/DISCUSSION:

Waltz Creative LLC, a local marketing and graphic design firm based in San Juan Bautista, brings a diverse wealth of experience and skills for marketing design services. Services include but not limited to designing the hospital's newsletter, flyers, rack cards and brochures, print and digital ads, website, social media posts, educational materials and compliance projects, and the patient handbook.

NMC will work closely with Waltz Creative LLC in the design and implementation of projects in order to best serve NMC's objectives. This will include providing information, increasing awareness, promoting brand identity, and providing marketing support.

NMC is requesting approval to extend the agreement with Waltz Creative LLC for an additional one (1) year period through July 31, 2025, to allow services to continue, with increase in funds for the additional year for service.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this amendment No. 4 as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 4 has

also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on April 12, 2024.

FINANCING:

The cost for this amendment No. 4 is \$225,000 of which \$22,500 is included in the FY 2024-25 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This agreement is for a variety of marketing and graphic design services to support the achievement of strategic growth goals of key clinical services and improved patient experience goals.

- Economic Development
- Administration
- Health and Human Services
- Infrastructure
- Public Safety

Prepared by: Hillary Fish, Director of Marketing & Community Relations, 783-2693

Approved by: Charles R. Harris, Chief Executive Officer, 783-2553

Attachments:

- Waltz Creative LLC Amendment 4
- Waltz Creative LLC Renewal and Amendment 3
- Waltz Creative LLC Amendment 2
- Schipper Design LLC Amendment 1
- Schipper Design LLC Agreement, awarded per RFP #9600-79

Attachments on file with the Clerk of the Board

Charles R. Harris
Charles R. Harris, M.D., Chief Executive Officer

4/15/2024
Date