

**Before the Board of Supervisors in and for the  
County of Monterey, State of California**

**Agreement No. A-11848**

Authorize the Purchasing Manager for Natividad Medical )  
Center (NMC) to execute Amendment #3 to the Agreement )  
(A-11848) with Armanasco Public Relations for Media )  
Relations and Strategic Counsel Services at NMC in an )  
amount not to exceed \$235,000 in the aggregate and \$25,000 )  
for the period July 1, 2011 to June 30, 2012..... )

Upon motion of Supervisor Salinas, seconded by Supervisor Armenta, and carried by those members present, the Board hereby;

Authorized the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment #3 to the Agreement (A-11848) with Armanasco Public Relations for Media Relations and Strategic Counsel Services at NMC in an amount not to exceed \$235,000 in the aggregate and \$25,000 for the period July 1, 2011 to June 30, 2012.

PASSED AND ADOPTED on this 14<sup>th</sup> day of June, 2011, by the following vote, to wit:

AYES: Supervisors Armenta, Calcagno, Salinas, Parker, and Potter

NOES: None

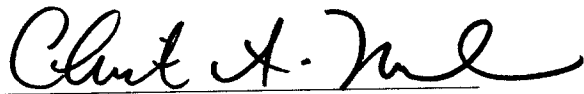
ABSENT: None

I, Gail T. Borkowski, 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 75 for the meeting on June 14, 2011.

Dated: June 14, 2011

Gail T. Borkowski, Clerk of the Board of Supervisors  
County of Monterey, State of California

By



Deputy

**MONTEREY COUNTY BOARD OF SUPERVISORS**

<b>MEETING:</b>	<b>June 14, 2011</b>	<b>AGENDA NO.:</b>	<b>22</b>
<b>SUBJECT:</b>	Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment #3 to the Agreement (#A-11848) with Armanasco Public Relations for Media Relations and Strategic Counsel Services at NMC in an amount not to exceed \$235,000 in the aggregate and \$25,000 for the period July 1, 2011 to June 30, 2012.		
<b>DEPARTMENT:</b>	Natividad Medical Center		

**RECOMMENDATION:**

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment #3 to the Agreement (#A-11848) with Armanasco Public Relations for Media Relations and Strategic Counsel Services at NMC in an amount not to exceed \$235,000 in the aggregate and \$25,000 for the period July 1, 2011 to June 30, 2012.

**SUMMARY/DISCUSSION:**

Armanasco Public Relations, Inc. (APR), an affiliate of Hill & Knowlton, is a full service public relations firm in Monterey County that brings a diverse wealth of experience and skills to strategic public relations services for NMC and the Natividad Medical Foundation (Foundation). APR has assisted NMC and the Foundation since 2008 in the areas of media relations, media training community outreach and awareness building, and reputation management services during a critical time in the revitalization of NMC. NMC will continue to use APR for strategic community outreach services in connection with growth goals and enhanced public awareness of NMC's organizational successes. This Agreement is not exclusive as NMC has agreements with other firms for public relations consultation

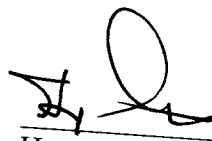
**OTHER AGENCY INVOLVEMENT:**

The Amendment has been reviewed and approved by County Counsel, the Auditor/Controller's office and the Natividad Medical Center Board of Trustees.

**FINANCING:**

The cost for this Amendment is \$25,000 and is included in the 2011/2012 Fiscal Year Recommended Budget. This action will not require any additional General Fund subsidy.

Prepared by:  
Carol Adams, Administrator 755-4175  
April 13, 2011

  
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Harry Weis  
Chief Executive Officer

Attachments: Amendments #1, 2, 3, Original Agreement, Board Order  
Attachments on file with the Clerk of the Board