



Monterey County

Item No.

Board Report

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

Legistar File Number: A 20-439

October 20, 2020

Introduced: 10/13/2020

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Contracts/Purchasing Officer or his designee to execute an Agreement with Mighty and Small, LLC to provide branding, and design services to WeatherTech Raceway Laguna Seca retroactive from April 1, 2020 through December 31, 2020, for an amount not to exceed \$56,500; and
- b. Approve and authorize the Contracts/Purchasing Officer or his designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$5,600) of the agreement amount and do not significantly change the scope of work.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Contracts/Purchasing Officer or his designee to execute an Agreement with Mighty and Small, LLC to provide branding, and design services to WeatherTech Raceway Laguna Seca retroactive from April 1, 2020 through December 31, 2020, for an amount not to exceed \$56,500; and
- b. Approve and authorize the Contracts/Purchasing Officer or his designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$5,600) of the agreement amount and do not significantly change the scope of work.

SUMMARY/DISCUSSION:

This request supports the use of Mighty and Small LLC, for concept design and production of all digital and print collateral such as web banners, flyers, brochures, posters, tradeshow booth, ticket art, event program covers, signage, magnets, stickers, t-shirt art, business cards, rack cards, corporate brochures, sales deck, print ads for events, sponsor and facility collateral. The firm has a solid history with motor sports and is highly regarded in the industry.

Laguna Seca Recreation Area management is requesting retroactive payment and approval of this contract for a new vendor, Mighty & Small LLC, a branding and graphic design firm. The contract process began in February 2020, directed by LSRA Marketing Manager. The marketing needs for the business changed due to the pandemic, thus effecting the marketing strategy for 2020. Mighty & Small's owner signed the original agreement in March and was granted a Monterey County vendor number in April. Revisions were required based on review and challenges regarding signature, level of insurance, and not initially using the Addendum that is now an addition to all Laguna Seca Recreation Area service agreements.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved the agreement as to form.

FINANCING:

The contract with Mighty & Small, LLC will be funded through Fund 453 Laguna Seca Budget Unit 8536. Funding for the Agreement is included in the FY 2020-2021 approved budget. Approval of the recommended action will have no additional impact on the County General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The items included in this report relate to the Board of Supervisors Strategic Initiatives on Economic Development and Administration.

Economic Development

Administration

Health and Human Services

Infrastructure

Public Safety

Prepared by: Lavonne Chin, Administrative Operations Manager, ext. 7214 *LC*

Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309 *DW*

Attachments: Mighty and Small LLC Agreement