



Monterey County Board of Supervisors

Board Order

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A motion was made by Supervisor Luis A. Alejo, seconded by Supervisor Wendy Root Askew to:

Agreement No.: A-17472

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute an agreement each with Waltz Creative, LLC, The Buzz PR LLC, and Mag One Media, Inc., pursuant to the Request for Proposals (RFP) #9600-91 for marketing and graphic design services at NMC, for an initial agreement term beginning September 16, 2025 through September 15, 2028, with the option to extend each agreement two (2) additional one-year periods, for a total aggregate not-to-exceed amount of \$555,000 for all three contracts for the initial three-year term.
- b. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute up to two (2) future amendments to each agreement, each amendment exercising a one year option to extend, for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2028-29 and for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2029-2030, provided that the total cost of the agreement over a five-year period does not exceed \$925,000 and as long as an appropriation for the costs of the amendments is included in the County Adopted Budget.

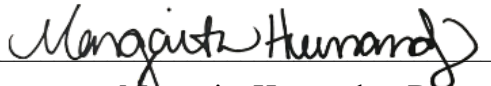
PASSED AND ADOPTED on this 16th day of September 2025, by roll call vote:

AYES: Supervisors Alejo, Church, Lopez, Askew, and Daniels
NOES: None
ABSENT: None

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 September 16, 2025.

Dated: September 22, 2025
File ID: A 25-348
Agenda Item No.: 33

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


Margarita Hernandez, Deputy