



Monterey County

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Board Report

Legistar File Number: A 16-039

March 08, 2016

Introduced: 2/18/2016

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an Agreement with AMF Media Group for Public Relations Services at NMC for an amount not to exceed \$185,500 for the term April 1, 2016 through March 31, 2017.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) of the original cost of the agreement per each amendment.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an Agreement with AMF Media Group for Public Relations Services at NMC for an amount not to exceed \$185,500 for the term April 1, 2016 through March 31, 2017.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) of the original cost of the agreement per each amendment.

SUMMARY/DISCUSSION

AMF Media Group (AMF) is a full-service marketing and communications agency with an award-winning public relations division that will bring a diverse wealth of experience and skills to strategic public relations services at NMC. It is particularly noteworthy that AMF has a proven track record working with public and private health care systems, e.g. Alameda Health System, Kern Medical Center, Good Samaritan Hospital in San Jose, and Kaiser Permanente.

AMF will perform the following to strengthen NMC's media relations:

- Develop and promote stories related to growth initiatives
- Co-manage and maintain communication lines between NMC and the media
- Partner with NMC staff to provide content support
- Write, distribute and manage press releases
- Manage media inquiries and pitch stories
- Provide crisis communications support
- Provide media training to NMC senior management staff

- Meet regularly with NMC staff; and
- Provide monthly and quarterly reports that trend NMC's Public Relations activities and the activities of its competitors

NMC will use AMF to help enhance public awareness of NMC's organizational successes. The term of this Agreement is for the period April 1, 2016 through March 31, 2017.

OTHER AGENCY INVOLVEMENT

County Counsel has reviewed and approved this Agreement as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The Agreement has been reviewed and approved by NMC's Finance Committee on 11/24/15 and by its Board of Trustees on 12/7/15.

FINANCING

The cost for this Agreement is \$185,500 of which \$63,000 is included in the Fiscal Year 2015-16 Adopted Budget. Amounts for remaining years of the Agreement will be included in those budgets as appropriate. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator, Planning & Business Development, 783-2556

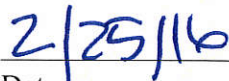
Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Original Agreement with AMF Media Group

Attachments on file with the Clerk of the Board


for Dr. Gary R. Gray, Chief Executive Officer


Date