



# Monterey County

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

## Board Report

File Number: A 22-299

**Agenda Date:** 6/21/2022

**Version:** 1

**Status:** RMA Public Works -  
Consent

**In Control:** Board of Supervisors

**File Type:** BoS Agreement

**Agenda Number:** 74.

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between Telfer Design, Inc. and the County of Monterey to provide official artwork for events at WeatherTech® Raceway at Laguna Seca in exchange for certain rights and accommodations to sell artwork at said events, with a term retroactive to March 1, 2022, through December 31, 2022; and
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to three (3) future amendments to the Standard Agreement where the total amendments do not exceed County Code thresholds for executing contracts without prior Board of Supervisors approval, and do not significantly change the scope of work, subject to County Counsel approval.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between Telfer Design, Inc. and the County of Monterey to provide official artwork for events at WeatherTech® Raceway at Laguna Seca in exchange for certain rights and accommodations to sell artwork at said events, with a term retroactive to March 1, 2022, through December 31, 2022; and
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to three (3) future amendments to the Standard Agreement where the total amendments do not exceed County Code thresholds for executing contracts without prior Board of Supervisors approval, and do not significantly change the scope of work, subject to County Counsel approval.

### SUMMARY/DISCUSSION:

This agreement would authorize A&D Narigi Consulting, LLC (A&D), the County manager of Laguna Seca Recreation Area (LSRA), to obtain official race event artwork from Kelly Telfer, President and Artist of Telfer Design, Inc. (Telfer). There is no monetary compensation for this artwork; Telfer would be provided use of County tents and utility hookups to sell his artwork and conduct “live” artwork events at race events in exchange for supplying the County with official race event art and a limited number of signed prints. Telfer created the official artwork for both the 2021 Hyundai Monterey Sports Car Championship and the Rolex Monterey Motorsports Reunion. A&D wishes to utilize Telfer again in 2022 as his work captures the essence of racing and the beauty of the cars themselves. The artwork provided by Telfer will be used by WeatherTech® Raceway at Laguna Seca to promote the events as well as to create event posters and wearables that will be sold in the Raceway Store.

File Number: A 22-299

---

Kelly Telfer is a local artist, born and raised in San Jose, CA, with a lifelong interest in cars and motorsports. Telfer grew up attending and participating in racing events where he designed and printed race team shirts. By the time Telfer was 20 years old, he had started his own company that quickly turned into one of the largest t-shirt companies specializing in motorsports in the country.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller’s Office reviewed and approved the proposed retroactive Agreement as to form and fiscal provisions, respectively.

FINANCING:

There is no direct cost for this agreement. Artwork and exclusive rights to its use are being provided by Telfer in exchange for the opportunity to sell his artwork at race events in a provided area in Laguna Seca Raceway. For required accounting purposes, the rent value of the use of this area is to be considered as the value of the artwork to be received. This value will be determined based on fair market value. If additional services within the general scope of work are requested by the Department of Public Works, Facilities and Parks and A&D, the potential cost and financial impact will be reviewed at that time.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development. Use of the services will generate revenue to sustain the park facility and promote economic development by attracting domestic and international visitor dollars that will stimulate the local economy.

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

Prepared by: Dona Luna, Management Analyst (831) 755-5455  
John Snively, Management Analyst III (831) 759-6617

Reviewed by: Bryan Flores, Chief of Parks

Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities and Parks

DocuSigned by:  
*Randell Ishii*  
C09779208FE94F3...

Attachment:

Attachment A-Proposed Standard Agreement with Telfer Design, Inc.  
(Attachment is on file with the Clerk of the Board)