

MONTEREY COUNTY BOARD OF SUPERVISORS

MEETING:	June 14, 2011	AGENDA NO.:	32
SUBJECT:	Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment #3 to the Agreement (#A-11701) with Schipper Design LLC for Marketing & Graphic Design Services at NMC in an amount not to exceed \$525,000 in the aggregate and \$165,000 for the period July 1, 2011 to June 30, 2012.		
DEPARTMENT:	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-11701) with Schipper Design LLC for Marketing & Graphic Design Services at NMC in an amount not to exceed \$525,000 in the aggregate and \$165,000 for the period July 1, 2011 to June 30, 2012.

SUMMARY/DISCUSSION:

Schipper Design is a multiple award-winning, local graphic and web design firm that brings a diverse wealth of experience and skills to design services for NMC and the Natividad Medical Foundation (Foundation). With agreements with Schipper Design in place since 2008, Schipper Design has worked with NMC and the Foundation in establishing a brand identity in the development of communication materials including logos, brochures, newsletters, presentations, and advertisements. These professional pieces have assisted both organizations in broadening awareness of NMC and the achievement of expanded hospital service volumes and philanthropy. Activities this year included display and collateral materials for NMC's 125th anniversary and launching of Natividad Art: A Journey of Healing, the development of multiple clinical service line promotional and patient education materials in English and Spanish, community health fair displays, and the complete redesign and modernization of the hospital website with ongoing update services. As NMC increases its community outreach in connection with growth goals and enhanced public relations activities, NMC desires to renew this agreement for graphic and web design services for communications to various audiences. This agreement is not exclusive as NMC has agreements with other firms for design and advertising services.

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 \$165,000 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 26, 2011



Harry Weis
Chief Executive Officer

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