



Monterey County

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Board Report

Legistar File Number: A 14-275

December 09, 2014

Introduced: 11/25/2014

Version: 1

Current Status: Agenda Ready

Matter Type: BoS Agreement

a. Ratify and Authorize the Contracts/Purchasing Officer to execute a retroactive Agreement for \$15,300 with The Marketing Department, Inc dba TMD Creative to provide strategic design services for the period January 1, 2014 to March 1, 2015.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Ratify and Authorize the Contracts/Purchasing Officer to execute an Agreement for \$15,300 with The Marketing Department, Inc dba TMD Creative to provide strategic design services for the period January 1, 2014 to March 1, 2015.

SUMMARY:

This agreement is a continuation of a previous design proposal completed under an earlier agreement with TMD Creative, Inc. Public service announcements were created for the Elections Department under that agreement to fulfill a Helping America Vote Act grant. Now, upon the receipt of new grant funding, some of that material is being reused to design posters and brochures that inform the public of various new accessibility enhancements available to voters.

The total estimated cost for the Agreement period of January 1, 2014 to March 1, 2015 is \$15,300.

A copy of the Agreement is on file with the Clerk to the Board.

DISCUSSION:

On June 11, 2013, the Board of Supervisors authorized the execution of Agreement 13G26117 between Elections and the Secretary of State to receive Help America Vote Act Section 261 grant funds in the amount of \$30,000. Approximately \$16,000 remains.

The Agreement permits the County to be reimbursed for expenses incurred to disseminate information on accessibility services. The Board Report included the original intention to use funds for mailers, brochures and posters. Funds must be expended by December 31, 2014 to qualify for reimbursement.

OTHER AGENCY INVOLVEMENT:

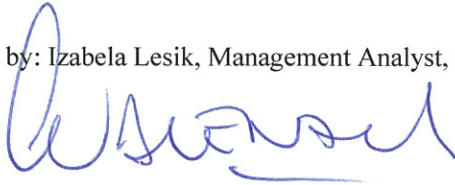
The requested agreement has been reviewed by County Counsel as to form, and the Auditor-Controller's Office regarding fiscal provisions.

FINANCING:

There will be no cost to the County General Fund associated with this recommendation. It is anticipated that reimbursements by the Secretary of State's Office will be available within 45

days of receiving documentation.

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Approved by: Claudio Valenzuela, Registrar of Voters, x1499

Attachments:

AHAVA_TMDmc_2014.pdf