



County of Monterey

Item No.17

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

Board Report

Legistar File Number: A 23-455

October 03, 2023

Introduced: 9/13/2023

Current Status: Natividad Medical
Center - Consent

Version: 1

Matter Type: BoS Agreement

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 3 to an agreement with The Buzz PR, LLC for marketing and public relations services, extending the agreement an additional one (1) year period (November 1, 2023 through October 31, 2024) for a revised full agreement term of November 1, 2020 through October 31, 2024 and adding \$35,000 for a revised total agreement amount not to exceed \$235,000

RECOMMENDATION:

It is recommended the Board of Supervisors:

a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 3 to an agreement with The Buzz PR, LLC for marketing and public relations services, extending the agreement an additional one (1) year period (November 1, 2023 through October 31, 2024) for a revised full agreement term of November 1, 2020 through October 31, 2024 and adding \$35,000 for a revised total agreement amount not to exceed \$235,000

DISCUSSION:

The Buzz PR, LLC is a full-service public relations, communications, and event agency. Our lead Account Manager has worked with Natividad Marketing and Human Resources Departments for more than a decade to provide public relations and a strong brand presence through, events, public relations support and copy writing relationship building. The Buzz PR, LLC helps the hospital deliver timely and relevant content across several channels to reach a wide audience.

Marketing and public relations reports are regularly shared with the Natividad Board of Trustees.

Support services for communications and events are beneficial to Natividad to establish the hospital as an essential health care provider of choice in our community and a leader for inspiring healthy lives.

Patients, often as members of the Monterey County community, can learn more about Natividad through stories generated through social media and traditional media channels as well as events. The support of The Buzz PR, LLC can generate new patients, diversify payer mix, improve brand preference and perception, facilitate community outreach, improve patient experience and support service lines.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this amendment No. 3 as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 3 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on September 8, 2023.

FINANCING:

The cost for this Amendment No. 3 is \$35,000 of which \$35,000 is included in the Fiscal Year 2023-24 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The services rendered in this agreement help promote access and awareness to health services.

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

Prepared by: Janine Bouyea, Chief People Operations Officer, 783-2701
Approved by: Charles R. Harris, Chief Executive Officer, 783-2504

- Attachments:
- The Buzz PR, LLC Amendment 3
 - The Buzz PR, LLC Amendment 2
 - The Buzz PR, LLC Amendment 1
 - The Buzz PR, LLC Agreement

Attachments on file with the Clerk of the Board