

County of Monterey

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



Meeting Agenda - Final

Friday, September 5, 2025

12:00 PM

**50+ page Advance Reports for the Board of Supervisors meeting on Tuesday,
September 16, 2025.**

Advance Reports Over 50 Pages

The following reports are scheduled for the Board of Supervisors meeting on Tuesday, September 16, 2025. The reports are being distributed 11 + days prior to the Board of Supervisors meeting due to the large volume of information. These reports are not numbered at this time.

Natividad Medical Center - Consent

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute renewal and amendment No. 7 to the agreement (A-13074) with Forward Advantage Holdings, Inc. dba Forward Advantage for Imprivata OneSign single sign-on solution software services, extending the agreement an additional two (2) year period (March 23, 2025 through March 22, 2027) for a revised full agreement term of March 23, 2016 through March 22, 2027 and adding \$115,606 for a revised total agreement amount not to exceed \$924,242.

Attachments: [Board Report](#)
[Forward Advantage Holdings Inc. dba Forward Advantage Renewal Amendment 7 \(Imprivata\)](#)
[Forward Advantage Holdings Inc. dba Forward Advantage Amendment 6 \(Imprivata\)](#)
[Forward Advantage Inc. Assignment and Assumption \(Imprivata\)](#)
[Forward Advantage Inc Amendment No. 5 \(Imprivata\)](#)
[Forward Advantage Inc Amendment No. 4 \(Imprivata\)](#)
[Forward Advantage Inc Renewal and Amendment No. 3 \(Imprivata\)](#)
[Forward Advantage Inc Amendment No. 2 \(Imprivata\)](#)
[Forward Advantage Inc Amendment No. 1 \(Imprivata\)](#)
[Forward Advantage Inc Agreement \(Imprivata\)](#)

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute an agreement each with Waltz Creative, LLC, The Buzz PR LLC, and Mag One Media, Inc., pursuant to the Request for Proposals (RFP) #9600-91 for marketing and graphic design services at NMC, for an initial agreement term beginning September 16, 2025 through September 15, 2028, with the option to extend each agreement two (2) additional one-year periods, for a total aggregate not-to-exceed amount of \$555,000 for all three contracts for the initial three-year term.
- b. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute up to two (2) future amendments to each agreement, each amendment exercising a one year option to extend, for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2028-29 and for an additional aggregate not-to-exceed amount of \$185,000 for all three contracts for Fiscal Year 2029-2030, provided that the total cost of the agreement over a five-year period does not exceed \$925,000, and as long as an appropriation for the costs of the amendments is included in the County Adopted Budget.

Attachments: [Board Report](#)
[Agreement with Waltz Creative, LLC Awarded per RFP #9600-91](#)
[Agreement with The Buzz PR, LLC Awarded per RFP #9600-91](#)
[Agreement with Mag One Media, Inc. Awarded per RFP #9600-91](#)