



Legislation Details (With Board Report)

**File #:** A 12-055      **Name:** Schipper Design Amendment #4 (Marketing)  
**Type:** BoS Agreement      **Status:** Passed  
**File created:** 5/2/2012      **In control:** Board of Supervisors  
**On agenda:** 6/12/2012      **Final action:** 6/12/2012

**Title:** Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 4 to the Agreement (A-11070) with Schipper Design LLC for Marketing and Graphic Design Services at NMC, extending the Agreement to June 30, 2013 and adding \$165,000 for a revised total Agreement amount not to exceed \$690,000 in the aggregate.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Schipper Design (Marketing), 2. Completed Board Order

Date	Ver.	Action By	Action	Result
6/12/2012	1	Board of Supervisors	approved	

Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 4 to the Agreement (A-11070) with Schipper Design LLC for Marketing and Graphic Design Services at NMC, extending the Agreement to June 30, 2013 and adding \$165,000 for a revised total Agreement amount not to exceed \$690,000 in the aggregate.

**RECOMMENDATION:**

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 4 to the Agreement (A-11070) with Schipper Design LLC for Marketing and Graphic Design Services at NMC, extending the Agreement to June 30, 2013 and adding \$165,000 for a revised total Agreement amount not to exceed \$690,000 in the aggregate.

**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). 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 hospital services and expanded philanthropy. Activities this year included display and collateral materials for NMC’s 125<sup>th</sup> anniversary year, NMC’s Harvest Fiesta community event, NMC’s Farmers’ Market, The Agricultural Leadership Council in support of NMC; the development of multiple clinical service line promotional and patient education materials in English and Spanish; employee giving campaigns; community health fair displays; and the development of the hospital website with ongoing update services. Other activities included the design of presentations on NMC Fiscal Year 2012 accomplishments, NMC governance structure review, and the proposed affiliation with Salinas Valley Memorial Hospital. 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:**

County Counsel has reviewed and approved this Amendment as to legal form and risk provisions. Auditor-Controller has reviewed and approved this Amendment as to fiscal provisions. The Amendment has also been reviewed and approved by Natividad Medical Center's Board of Trustees.

**FINANCING:**

The cost for this Amendment is \$165,000 and is included in the Fiscal Year 2012/2013 Recommended Budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator, 783-2556

Approved by: Harry Weis, Chief Executive Officer, 783-2124

Attachments: Agreement, Amendments 1, 2, 3, and 4