



# County of Monterey

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

## Board Report

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**File #:** A 13-196, **Version:** 1

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Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Renewal and Amendment No. 7 to the Agreement (A-11720/MYA592) with Full Steam Marketing & Design for Advertising & Public Relations Services at NMC, extending the Agreement to December 31, 2013 and adding \$25,000 for a revised total Agreement amount not to exceed \$810,000 in the aggregate.

### RECOMMENDATION:

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Renewal and Amendment No. 7 to the Agreement (A-11720/MYA592) with Full Steam Marketing & Design for Advertising & Public Relations Services at NMC, extending the Agreement to December 31, 2013 and adding \$25,000 for a revised total Agreement amount not to exceed \$810,000 in the aggregate.

### SUMMARY/DISCUSSION:

Full Stream Marketing & Design is a local advertising, marketing, and design agency located in Salinas, California. NMC has engaged the agency in the development of communication materials, multimedia, and advertisements and provision of media services with the goal of broadening awareness about NMC. NMC is currently engaged in a Request for Proposal (RFP) process reviewing proposals submitted by vendors for Marketing & Graphic Design Services. In order to avoid any interruption of services, NMC wishes to renew this Agreement until the final vendors are selected and new agreements are negotiated.

### OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Amendment No. 7 as to legal form and risk provisions. Auditor-Controller has reviewed and approved this Amendment No. 7 as to fiscal provisions. The Amendment No. 7 has also been reviewed and approved by Natividad Medical Center's Board of Trustees.

### FINANCING:

The cost for this Renewal and Amendment No. 7 is \$25,000 and is included in the Fiscal Year 2013/2014 Adopted Budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator, Planning & Business Development, 783-2556  
Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: Renewal and Amendment No. 7, Agreement, Amendments 1, 2, 3, 4, 5, and 6 and Spend Sheet Attachments on file with the Clerk to the Board's Office