



County of Monterey

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

Board Report

File #: A 15-075, Version: 1

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) to execute Amendment No.4 to the Agreement (A-12472/MYA221) with Marci Bracco Cain for Marketing and Public Relation Consulting Services at NMC, extending the Agreement an additional 27 month period for a revised term of January 1, 2012 through September 30, 2017 and adding \$50,000 for a revised total Agreement amount not to exceed \$300,000; and
- b. Authorize the Deputy Purchasing Agent for NMC to execute up to one future Amendment to the Agreement which does not significantly alter the scope of work and does not cause an increase of more than ten percent (10%) of the original cost of the Agreement.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) to execute Amendment No.4 to the Agreement (A-12472/MYA221) with Marci Bracco Cain for Marketing and Public Relation Consulting Services at NMC, extending the Agreement an additional 27 month period for a revised term of January 1, 2012 through September 30, 2017 and adding \$50,000 for a revised total Agreement amount not to exceed \$300,000.
- b. Authorize the Deputy Purchasing Agent for NMC to execute up to one future Amendment to the Agreement which does not significantly alter the scope of work and does not cause an increase of more than ten percent (10%) of the original cost of the Agreement.

SUMMARY/DISCUSSION:

Marci Bracco Cain is the President of Chatterbox Communications, a Salinas-based marketing and public relations firm that brings a wealth of experience with creative excellence to strategic public relations services for NMC. Ms. Cain has assisted NMC with marketing and public relations strategic planning, community outreach and awareness building, media relations, and event planning. NMC will continue to use Ms. Cain for strategic community outreach services in connection with enhanced public awareness of NMC's organizational successes. Project priorities include marketing/ public relations services pertaining to the Trauma Center and other targeted clinical service lines and the management of social media. Due to the additional projects planned for FY2015-16 and FY2016-17 additional funding along with an extended agreement term is being requested.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Amendment No.4 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The Amendment No.4 has also been reviewed and approved by NMC's Finance Committee on March 26, 2015 and by its Board of Trustees on April 3, 2015.

FINANCING:

The cost for this Amendment No.4 is \$50,000 of which no amount is included in the Fiscal Year 2014-15 Adopted Budget. Amounts for remaining years of the Agreement will be included in those budgets as appropriate. There is no impact to the General Fund.

Prepared by: Kristen Aldrich, Management Analyst III, Contracts Management, 783-2627
Approved by: Dr. Gary Gray, Interim Chief Executive Officer, 783-2504

Attachments:

Amendment No. 1, Amendment No. 2, Renewal & Amendment No. 3, Amendment No. 4
Original Agreement
Spend Sheet

Attachments on file with the Clerk of the Board