



County of Monterey

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

Board Report

File #: A 13-102, **Version:** 1

Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 2 to the Agreement with Marci Bracco Cain for Marketing & Public Relations Consulting Services at NMC, extending the Agreement to June 30, 2014 and adding \$100,000 for a revised total Agreement amount not to exceed \$200,000 in the aggregate.

RECOMMENDATION:

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 2 to the Agreement with Marci Bracco Cain for Marketing & Public Relations Consulting Services at NMC, extending the Agreement to June 30, 2014 and adding \$100,000 for a revised total Agreement amount not to exceed \$200,000 in the aggregate.

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 growth goals and enhanced public awareness of NMC's organizational successes.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Amendment No. 2 as to legal form and risk provisions. Auditor-Controller has reviewed and approved this Amendment No. 2 as to fiscal provisions. The Amendment No. 2 has also been reviewed and approved by Natividad Medical Center's Board of Trustees.

FINANCING:

The cost for this Amendment No. 2 is \$100,000 and is included in the Fiscal Year 2013/2014 Recommended Budget. There is no impact to the General Fund.

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

Attachments: Amendment No. 2, Original Agreement, Amendment 1
Attachments on file with the Clerk to the Boards Office