



County of Monterey

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

Board Report

File #: A 18-445, Version: 1

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Marci Bracco Cain for Public Relations services at NMC for an amount not to exceed \$300,000 with an agreement term January 1, 2019 through December 31, 2023.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$30,000) 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) or his designee to execute an agreement with Marci Bracco Cain for Public Relations services at NMC for an amount not to exceed \$300,000 with an agreement term January 1, 2019 through December 31, 2023.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$30,000) of the original cost of the agreement.

SUMMARY/DISCUSSION:

Natividad is requesting authority to enter into an agreement with Marci Bracco Cain for assistance with various Public Relations services and activities. Services include but are not limited to coordination of media events, development of press releases, maintenance of all social media platforms and other public relations activities. This agreement is for public relations services primarily.

It is important that Natividad maintain a presence in main stream media as well as with social media to ensure the public has an understanding of the services it provides, the various types of physicians it has on staff and to promote the facility within the community and beyond.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this agreement as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement was reviewed and approved by NMC's Finance Committee on October 25, 2018 and by its Board of Trustees on November 2, 2018.

FINANCING:

The cost for this agreement is \$300,000, of which \$60,000 was included in the Fiscal Year 2018-19 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

With the healthcare industry constantly evolving, public relations is proving to be needed more now than ever before. Strategic PR campaigns developed by an experienced professional ensure that the public is aware of all

that Natividad has to offer, which promotes positive recognition of both the hospital and the County.

- Economic Development
- Administration
- Health and Human Services
- Infrastructure
- Public Safety

Prepared by: Janine Bouyea, Huma Resources Administrator, 783-2701

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Marci Bracco Cain Agreement

Attachments on file with the Clerk of the Board