



# County of Monterey

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

## Board Report

---

**File #:** A 20-453, **Version:** 1

---

- a. Ratify and terminate the non-standard agreement between AMI Graphics, Inc. and the County of Monterey, dated November 1, 2019 for the provision of branding and signage services at WeatherTech Raceway Laguna Seca;
- b. Approve and authorize the Contracts/Purchasing Officer or his designee to sign a retroactive standard services agreement with AMI Graphics, Inc. to provide branding and signage services to WeatherTech Raceway Laguna Seca from October 15, 2020 through December 31, 2022, for an amount not to exceed \$485,000; and
- c. Approve and authorize the Contracts/Purchasing Officer or his designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$48,500) of the agreement amount and do not significantly change the scope of work.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Ratify and terminate the non-standard agreement between AMI Graphics, Inc. and the County of Monterey, dated November 1, 2019 for the provision of branding and signage services at WeatherTech Raceway Laguna Seca;
- b. Approve and authorize the Contracts/Purchasing Officer or his designee to sign a retroactive standard services agreement with AMI Graphics, Inc. to provide branding and signage services to WeatherTech Raceway Laguna Seca from October 15, 2020 through December 31, 2022, for an amount not to exceed \$485,000; and
- c. Approve and authorize the Contracts/Purchasing Officer or his designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$48,500) of the agreement amount and do not significantly change the scope of work.

### SUMMARY/DISCUSSION:

This request supports the use of AMI Graphics, Inc. for development, copywriting with consent, art direction, design and layout, production, installation, removal and onsite storage of advertising and sponsorship materials in accordance with requirements provided by the County, its vendors, marketing partners and affiliates at WeatherTech Raceway Laguna Seca (WRLS). AMI shall provide all ordered branding and signage elements in order to satisfy all sponsorship, advertising and other operational needs.

The products being provided are those of the highest quality and best pricing in the industry. AMI will ensure all orders satisfy the needs of the County, its vendors, marketing partners and affiliates at WRLS.

AMI will ensure that its installation services reflect a world-renowned racetrack that has world-wide coverage and welcomes top sponsors of the sporting industry. AMI will continue to provide best in class service while also consulting on new projects to help improve the facility, including but not limited to new sponsors, track renters, facility upgrades and public safety (COVID-19 and other types of signage).

Due to the transition to a new management company, the original agreement was never processed through the Board of Supervisors for approval. Because services were rendered and payment made, ratification and termination of the original agreement is necessary to make way for the new standard services agreement. The vendor has been providing services at WRLS for many years and continued

to provide services during the negotiations in preparation and support for upcoming 2020 race events. They also provided COVID-19 signage for the track rental program's current procedures.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved the agreement as to form.

FINANCING:

The contract with AMI Graphics, Inc. will be funded through Fund 453 Laguna Seca Budget Unit 8536. Funding for the agreement is included in the FY 2020-2021 approved budget. Approval of the recommended action will have no additional impact on the County General Fund. An average of 75-80% of the total amount is billed back to sponsors each year.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The items included in this report relate to the Board of Supervisors Strategic Initiatives on Economic Development and Administration.

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

Prepared by: Lavonne Chin, Administrative Operations Manager, ext. 7214

Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309

Attachments: AMI Graphics, Inc. Agreement dated November 1, 2019  
AMI Graphics, Inc. Agreement October 15, 2020  
Exhibit A - Scope of Work/Payment Provisions  
Exhibit B - Pricing Statement