



# County of Monterey

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

## Board Report

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**File #:** A 12-079, **Version:** 1

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Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 4 to the Agreement (A-11848) with Armanasco Public Relations Inc. for Strategic Public Relations Services at NMC, extending the Agreement to June 30, 2013 for a total Agreement amount not to exceed \$235,000 (no change from previously approved amount) in the aggregate.

### **RECOMMENDATION:**

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 4 to the Agreement (A-11848) with Armanasco Public Relations Inc. for Strategic Public Relations Services at NMC, extending the Agreement to June 30, 2013 for a total Agreement amount not to exceed \$235,000 (no change from previously approved amount) in the aggregate.

### **SUMMARY/DISCUSSION:**

Armanasco Public Relations, Inc. (APR), an affiliate of Hill & Knowlton, is a full service public relations firm in Monterey County that brings a diverse wealth of experience and skills to strategic public relations services for NMC and the Natividad Medical Foundation (Foundation). APR has assisted NMC and the Foundation since 2008 in the areas of media relations, media training community outreach and awareness building, and reputation management services during a critical time in the revitalization of NMC. NMC will continue to use APR for strategic community outreach services in connection with growth goals and enhanced public awareness of NMC's organizational successes. This Agreement is not exclusive as NMC has agreements with other firms for public relations consultation.

### **OTHER AGENCY INVOLVEMENT:**

County Counsel has reviewed and approved this Amendment as to legal form and risk provisions. Auditor-Controller has reviewed and approved this Amendment as to fiscal provisions. The Amendment has also been reviewed and approved by Natividad Medical Center's Board of Trustees.

### **FINANCING:**

As a result of Amendment No. 3, the Board of Supervisors approved a \$25,000 increase for Fiscal Year 2011-2012 in the maximum liability to the Agreement (for a total Agreement amount not to exceed \$235,000 in the aggregate). As a result of this Amendment No. 4, no additional dollars will be added. Remaining funds from the previous year's purchase orders (approximately \$80,000) will be rolled over for Fiscal Year 2012/2013. \$25,000 is included in the 2012/2013 Fiscal Year Recommended Budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator, 783-2556

Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: Agreement, Amendments 1, 2, and 3.