



County of Monterey

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

Board Report

File #: A 12-077, **Version:** 1

Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 6 to the Agreement (A-11720) with Full Steam Marketing & Design for Advertising & Public Relations Services at NMC, extending the Agreement to June 30, 2013 and adding \$50,000 for a revised total Agreement amount not to exceed \$785,000 in the aggregate.

RECOMMENDATION:

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendment No. 6 to the Agreement (A-11720) with Full Steam Marketing & Design for Advertising & Public Relations Services at NMC, extending the Agreement to June 30, 2013 and adding \$50,000 for a revised total Agreement amount not to exceed \$785,000 in the aggregate.

SUMMARY/DISCUSSION:

Full Stream Marketing & Design is a local advertising, marketing, and design agency located in Salinas, California. NMC has engaged the agency in the development of communication materials, multimedia, and advertisements and provision of media services with the goal of broadening awareness about NMC. As NMC increases its community outreach in connection with growth goals and enhanced public relations activities, NMC desires to renew this Agreement for agency services. This Agreement is not exclusive as NMC has agreements with other firms for design and advertising services.

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:

The cost for this Amendment is \$50,000 and is included in the Fiscal Year 2012/2013 Recommended Budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator,
Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: Agreement, Amendments 1, 2, 3, 4, 5, and 6