



County of Monterey

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

Board Report

File #: A 22-405, **Version:** 1

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 2 with The Buzz PR, LLC for marketing and public relations services, with a \$100,000 increase for a revised total agreement amount not to exceed \$200,000 with no change to the Agreement term (November 1, 2020 through October 31, 2023) or the scope of work.
- b. Authorize the Chief Executive Officer 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%) (\$10,000) of the original cost of the agreement.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 2 with The Buzz PR, LLC for marketing and public relations services, with a \$100,000 increase for a revised total agreement amount not to exceed \$200,000 with no change to the Agreement term (November 1, 2020 through October 31, 2023) or the scope of work.
- b. Authorize the Chief Executive Officer 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%) (\$10,000) of the original cost of the agreement.

SUMMARY/DISCUSSION:

The Buzz PR, LLC is a full-service public relations, communications and event agency that is based in Salinas, California. Our lead account director has worked with Natividad marketing and human relations departments for more than a decade to provide public relations and a strong brand presence through social media, events, public relations support, copy writing relationship building, and crisis and reputation management. The Buzz PR, LLC helps the hospital deliver timely and relevant content across several channels to reach a wide audience. In addition to Natividad, The Buzz PR, LLC, provides services to several small and large businesses and organizations throughout Monterey County.

Marketing reports public relations and social media results regularly to the Natividad Board of Trustees.

Support services for communications and events are beneficial to Natividad to establish the hospital as an essential health care provider of choice in our community, and a leader for inspiring healthy lives. Messaging that supports the hospital's marketing, public relations and community relations efforts improves and increases awareness and perception for the Natividad brand across core audiences and Monterey County.

Natividad staff, their family and friends have a strong presence on our social media channels. These key influencers stay informed about Natividad, current events and offerings through the channels of their choice, including events, traditional media, such as newspapers, television and radio, and social media, including,

Instagram, Facebook, Twitter, Instagram and YouTube.

Patients, often as members of the Monterey County community, can learn more about Natividad through stories generated through social media and traditional media channels as well as events. The support of The Buzz PR, LLC can generate new patients, diversify payer mix, improve brand preference and perception, facilitate community outreach, improve patient experience and support service lines.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this amendment No. 2 as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 2 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on July 15, 2022.

FINANCING:

The cost for this Amendment No. 2 is \$100,000 of which \$100,000 is included in the Fiscal Year 2022-23 Recommended Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The services rendered in this agreement help promote access and awareness to health services.

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

Prepared by: Hillary Fish, Director of Marketing & Community Relations, 783-2693

Approved by: Charles R. Harris, Chief Executive Officer, 783-2504

Attachments:

The Buzz PR, LLC Amendment 2

The Buzz PR, LLC Amendment 1

The Buzz PR, LLC Agreement

Attachments on file with the Clerk of the Board