



County of Monterey

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

Board Report

File #: A 14-059, **Version:** 1

Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Renewal and Amendment No. 3 to the Agreement (A-12472/MYA221) with Marci Bracco Cain for Marketing & Public Relations Consulting Services at NMC, extending the Agreement to June 30, 2015 and adding \$50,000 for a revised total Agreement amount not to exceed \$250,000.

RECOMMENDATION:

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Renewal and Amendment No. 3 to the Agreement (A-12472/MYA221) with Marci Bracco Cain for Marketing & Public Relations Consulting Services at NMC, extending the Agreement to June 30, 2015 and adding \$50,000 for a revised total Agreement amount not to exceed \$250,000.

SUMMARY/DISCUSSION:

Marci Bracco Cain is the President of Chatterbox Communications, a Salinas based marketing and public relations firm that brings a wealth of experience with creative excellence to strategic public relations services for NMC. Ms. Cain has assisted NMC with marketing and public relations strategic planning, community outreach and awareness building, media relations, and event planning. NMC will continue to use Ms. Cain for strategic community outreach services in connection with growth goals and enhanced public awareness of NMC's organizational successes. Specific FY2014-15 new project priorities include the development and implementation of a social media strategy and increased marketing and public relations services pertaining to the opening of the Level II Trauma Center. Due to the additional projects planned for FY2014-15, and because NMC anticipates receiving approximately \$40,000 for FY2013-14 services, additional funding along with an extended agreement term is being requested.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Renewal and Amendment No. 3 as to legal form and risk provisions. Auditor-Controller has reviewed and approved this Renewal and Amendment No. 3 as to fiscal provisions.

The Renewal and Amendment No. 3 was previously submitted to the NMC Finance Committee on April 24, 2014 and the NMC Board of Trustees on May 2, 2014 as Amendment No.3 which included a \$100,000 increase in cost. It was approved by both entities as submitted, however, because the Agreement has now expired, Amendment No. 3 has been re-written as a Renewal and Amendment No. 3 and the dollar amount of the increase has since been reduced as well per a reevaluation of service needs as compared to the funds still remaining on the Agreement. Therefore Renewal and Amendment No. 3 requests an additional \$50,000 instead of a \$100,000 increase to the total Agreement amount for a revised total of \$250,000.

FINANCING:

The cost for this Renewal and Amendment No. 3 is \$50,000.for a revised total Agreement amount not to exceed \$250,000. \$50,000 is included in the Fiscal Year 2014/2015 Recommended Budget. There is no impact to the General Fund.

Prepared by: Andrea Rosenberg, Assistant Administrator for Operations and Support Services, 783-2562
Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: Renewal and Amendment No. 3, Original Agreement, Amendment Nos. 1 and 2, Spend Sheet

Attachments on file with the Clerk to the Boards Office