



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 25-349

September 16, 2025

Introduced: 8/12/2025

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute renewal and amendment No. 5 to the agreement (A-14059) with Waltz Creative LLC for marketing and graphic design services, extending the agreement for an additional one (1) month period (August 1, 2025 through August 31, 2025) for a revised full agreement term of August 1, 2018 through August 31, 2025, and no change to the total aggregate amount not-to-exceed \$1,850,000.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute renewal and amendment No. 5 to the agreement (A-14059) with Waltz Creative LLC for marketing and graphic design services, extending the agreement for an additional one (1) month period (August 1, 2025 through August 31, 2025) for a revised full agreement term of August 1, 2018 through August 31, 2025, and no change to the total aggregate amount not-to-exceed \$1,850,000.

SUMMARY/DISCUSSION:

Waltz Creative LLC, a local marketing and graphic design firm based in San Juan Bautista, brings a diverse wealth of experience and skills for marketing design services. Services include but not limited to designing the hospital's newsletter, flyers, rack cards and brochures, print and digital ads, website, social media posts, educational materials and compliance projects, and the patient handbook.

NMC will work closely with Waltz Creative LLC in the design and implementation of projects in order to best serve NMC's objectives. This will include providing information, increasing awareness, promoting brand identity, and providing marketing support.

NMC is requesting approval to extend the agreement retroactively on August 1, 2025 with Waltz Creative LLC for an additional one (1) month period through August 31, 2025, to allow services to continue, with no increase funds for the additional one (1) month of services.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this renewal and amendment No. 5

as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The renewal and amendment No. 5 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on August 8, 2025.

FINANCING:

There is no additional cost to the agreement for this renewal and amendment no. 5.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This agreement is for a variety of marketing and graphic design services to support the achievement of strategic growth goals of key clinical services and improved patient experience goals.

- ☐ 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, 783-2553

Attachments:

- Waltz Creative LLC Renewal and Amendment No. 5
- Waltz Creative LLC Amendment No. 4
- Waltz Creative LLC Renewal and Amendment No. 3
- Waltz Creative LLC Amendment No. 2
- Schipper Design LLC Amendment No. 1
- Schipper Design LLC Agreement, awarded per RFP #9600-79

Attachments on file with the Clerk of the Board