

RESOLUTION NO. ____-2024

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE THINKING INC., DBA THE IDEA COOPERATIVE AND AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACT (TOTAL CONTRACT AMOUNT NOT TO EXCEED \$200,000: \$180,000 ACCOUNT NO. 110-4321-0319; \$20,000: 337-5080-0630)

WHEREAS, on November 19, 2019, at its regular meeting, the Visit Fort Bragg Committee unanimously recommended the City Council approve a contract with The Idea Cooperative to support tourism-related projects and promotions with: 1) Marketing and Advertising Services; 2) Design and Creative Services; and 3) Social Media Content Creation; and

WHEREAS, on November 25, 2019, the City Council of the City of Fort Bragg (“City”) adopted Resolution No. 4213-2019 authorizing the execution of a Professional Services Agreement (“Agreement”) with The Idea Cooperative (“Consultant”); and

WHEREAS, the City was pleased with the services provided by Consultant and approved Resolution 4417-2021 to continue contracting services for FY 2021-22; and

WHEREAS, the City continued to be pleased with the services provided by Consultant and approved Resolution 4572-2022 to continue contracting services for FY 2022-23; and

WHEREAS, the City continues to be pleased with the services provided by Consultant and approved Resolution 4716-2023 to continue contracting services for FY 2023-24; and;

WHEREAS, the City desires the Consultant to provide a branding identity and high level marketing strategy to support the City’s proposed municipal broadband project; and

WHEREAS, the City has obtained Local Agency Technical Assistance program grant funding from the California Public Utility Commission, which includes funds for this eligible activity and there are sufficient funds are available for this contract.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby approve the First Amendment to Professional Services Agreement with Creative Thinking Inc., DBA The Idea Cooperative and authorizes the City Manager to execute the same upon execution by Contractor (Total Contract Amount Not to Exceed \$200,000: \$180,000, Account: 110-4321-0319; and \$20,000, Account 337-5080-0630).

The above and foregoing Resolution was introduced by Councilmember _____, seconded by Councilmember _____, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 22nd day of January 2024, by the following vote:

**AYES:
NOES:
ABSENT:**

**ABSTAIN:
RECUSED:**

**BERNIE NORVELL
Mayor**

ATTEST:

Diana Sanchez, City Clerk