

RESOLUTION NO. ____-2023

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 \$205,000: \$180,000 ACCOUNT NO. 110-4321-0319)

WHEREAS, the passage of Measure AA in November 2016 resulted in an increase to the City’s Transient Occupancy Tax rate from 10% to 12%, and the accompanying Measure AB provided nonbinding guidance that one-half of increased tax revenues should be used to support tourism-related projects and promotions; and

WHEREAS, City staff determined that The Idea Cooperative was qualified, located within the region, and able to respond promptly to the City’s needs for: (1) Marketing and Advertising Services; (2) Design /Creative Services; and (3) Social Media Content Creation; and

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; 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, this Agreement with Consultant expired on June 30, 2023, and a contract is required to cover the period of July 1, 2023, to June 30, 2024; and

WHEREAS, the City appropriated funds in the FY 2023-24 budget for this activity and 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 \$205,000: \$180,000, Account: 110-4321-0319).

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 14th day of August 2023, by the following vote:

**AYES:
NOES:
ABSENT:
ABSTAIN:
RECUSED:**

**BERNIE NORVELL
Mayor**

ATTEST:

**Cristal Munoz
Acting City Clerk**