

RESOLUTION NO. ____-2016

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING FIRST AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH THE MENDOCINO COAST CHAMBER OF COMMERCE (CHAMBER) TO CARRY OUT FORT BRAGG PROMOTIONAL ACTIVITIES AND AUTHORIZING CITY MANAGER TO EXECUTE SAME UPON EXECUTION BY CHAMBER (AMOUNT NOT TO EXCEED \$81,423; ACCOUNT 110-4391-0319)

WHEREAS, the City Council has determined that it requires certain professional and promotional services from a consultant to help continue to carry out a continuing and sustainable program of advertising and promotional activities designed to make known the advantages of Fort Bragg for recreation and business; and

WHEREAS, on June 22, 2015, the City Council approved a Professional Services Agreement (Agreement) with the Mendocino Coast Chamber of Commerce to provide administrative support and oversight for the Chamber Fort Bragg Promotion Committee (CFBPC); and

WHEREAS, the Mendocino Coast Chamber of Commerce (Chamber) is fully qualified to perform such professional and promotional services by virtue of specialized experience and training, education and expertise of its principals and employees; and

WHEREAS, the Chamber has successfully completed another fiscal year of administration and oversight of the CFBPC in compliance with terms of the Agreement and is agreeable to providing on-going services for Fiscal Year 2016/17; and

WHEREAS, an annual report has been presented and the FY 2016/17 One Year Marketing Plan and Budget has been approved by the CFBPC, the Chamber, and by the City Council as required per the Agreement; and

WHEREAS, the First Amendment to the Agreement with the Chamber for Oversight of the CFBPC, attached to this resolution as "Exhibit A", fully describes the Agreement terms to be amended for continued provision of services by the Chamber for FY 2016/17; and

WHEREAS, funds in the amount of \$81,423 were appropriated in the FY 2016/17 Budget for this activity and sufficient funds are available for this contract; and

WHEREAS, based on all the evidence presented, the City Council finds as follows:

1. Amendment of the contractual agreement with the Chamber will provide for the continued effective and efficient administration of the City's promotional activities.
2. The collaborative partnership between the City of Fort Bragg and the Chamber takes advantage of the natural synergies between the various entities tasked with promoting our community.
3. Funds in the amount of \$81,423 were appropriated in the City of Fort Bragg's FY 2016/17 Budget for the Chamber for supervision and oversight of the CFBPC and for implementation of the FY 2016/17 One Year Marketing Plan and Budget, and these funds are available to be transferred to the Chamber.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby Approve the First Amendment to the Professional Services Agreement with the Mendocino Coast Chamber of Commerce to Carry Out Fort Bragg Promotional Activities and Authorizes the City Manager to Execute Same Upon Execution by the Chamber (Amount Not to Exceed \$81,423; Account 110-4391-0319).

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 27th day of June, 2016, by the following vote:

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

**DAVE TURNER,
Mayor**

ATTEST:

**June Lemos
City Clerk**