

EXHIBIT A  
CONSULTANT'S SCOPE OF WORK

**The Chamber will provide Fort Bragg promotional services as follows:**

1. Fort Bragg promotion tasks will be delivered through use of a new Chamber committee, which will be established, populated and operated in accordance with the following provisions:
  - a. For the purposes of this Agreement, and until or unless another name is assigned, the new committee will be known as the Chamber Fort Bragg Promotion Committee (CFBPC).
  - b. The initial CFBPC will be comprised of existing Fort Bragg Promotion Committee members who desire to continue to serve as carryover members on the new Chamber committee and any other new committee members who are appointed to serve.
  - c. The CFBPC shall be comprised of 5-7 members.
  - d. New members may be recommended by the City, Chamber staff and Board members, and/or CFBPC members. New members shall be appointed to serve on the CFBPC by the Chamber Board Chair. Appointments shall be made only after a nominee has been recommended by a majority vote of the CFBPC and a majority vote of the Chamber Board.
  - e. As is the Chamber practice for committees, Standard Guidelines for the CFBPC, including but not limited to Goals, Member Skills/Requirements, Expected Time Commitment, Duties, Grounds for Removal from Committee, and Election of Officers will be prepared by the CFBPC with the assistance of Chamber staff and submitted to the Chamber Board for approval. If the Chamber Board proposes substantive modifications to the Standard Guidelines for the CFBPC, such modifications will require an affirmative vote by a majority of the CFBPC prior to adoption by the Chamber Board.
  - f. Chamber Bylaws and Chamber Committee Procedures and Guidelines include the following general practices:
    - i. Chamber Chief Executive Officer (CEO) ensures that Chamber committees work within established budgets;
    - ii. Chamber staff generally is present at monthly committee meetings and special meetings, and works with committee to ensure that meeting notices are prepared and distributed and to confirm attendance, location and time of meeting.
    - iii. CEO and staff process check requests, compile expenditure reports, and perform other administrative duties as necessary to carry out work of the committee.

- iv. Committee chairpersons (and other members) make regular reports to the Chamber Board regarding progress of the committee.
  - g. The Chamber recently approved a new seat on the Chamber Board of Directors for a lodging representative whose business is located within the city limits of Fort Bragg. Besides serving as a Chamber Board member, the Fort Bragg lodging representative will be expected to serve as a CFBPC member. Nominations for this position can be made by the Chamber Board or the CFBPC and the nominee must be recommended by a majority vote of the CFBPC and the Chamber prior to appointment. To serve on the Chamber Board, a Director must be a Chamber Member in good standing.
2. The Chamber will provide quarterly financial reports to City staff which include itemized expenditures to date and remaining budget.
  3. The Chamber and CFBPC will provide a mid-year progress report to the City Finance & Administration Committee, including marketing plans, budgets, accomplishments, goals and any barriers or problems in accomplishing the approved scope of work.
  4. The Chamber and CFBPC will present an annual progress report to the City Council which describes the accomplishments related to this Agreement.
    - a. The annual progress report will include the proposed Fort Bragg Marketing Plan ("Marketing Plan") for the next fiscal year for the City Council's review and approval.
    - b. The annual progress report to the City Council will occur in April of each year, and will help to inform the Council's annual budget process and facilitate any necessary Agreement amendments.
  5. If issues arise in the implementation of this Scope of Work that cannot be satisfactorily resolved by the CFBPC and Chamber staff, the matter(s) shall be referred to the City staff person who is responsible for administration of the contract. He/She will, in consultation with the City Manager, provide direction regarding resolution of the dispute. City staff may seek direction from the City's Finance & Administration Committee if issues arise that involve policy-related matters.
  6. Specific activities to be implemented to accomplish Fort Bragg promotion include the following:
    - a. Fort Bragg promotion activities will be guided by annual Marketing Plans which will include marketing objectives, goals, strategies, and key activities.
    - b. For the first year of this Agreement (which includes the period from the initial Agreement date through June 30, 2011), the Fiscal Year 2010-2011 Marketing Plan attached to this Agreement (Exhibit B) will direct activities of the CFBPC (see Attachment 1 to this Exhibit). It is intended that there be flexibility within the line item budgets established for particular tasks in the Marketing Plan, however the

overall Goals and Strategies, as defined in the Marketing Plan, must be adhered to throughout the year. Any substantive modification to Goals and Strategies will require a contract amendment.

- c. Marketing Plans for periods beginning after June 30, 2011, will be developed by the CFBPC, presented to the Chamber Board for approval, and submitted by the Chamber to the City of Fort Bragg for review and approval in conjunction with the annual Agreement amendment process. Any changes to the Marketing Plan that are made by the Chamber Board will be brought back to the CFBPC for ratification prior to submission to the City.
- d. Specific work plans and budgets developed to accomplish approved Marketing Plans, including vendor procurement, vendor scopes of work, timelines, and contract terms, will be developed by the CFBPC with assistance of Chamber staff, as needed, and presented to the Chamber Board for approval.
- e. All contracts recommended by the CFBPC will be finalized by Chamber staff in order to reflect standard Chamber contract language.
- f. Pursuant to Chamber bylaws and policies, all individual contracts recommended by the CFBPC to accomplish the annual Marketing Plan will require approval by the Chamber Board. Any substantive modifications to contracts that have been recommended by the CFBPC shall require ratification by a majority vote of the CFBPC prior to final approval.
- g. The CFBPC, with the oversight and assistance of Chamber staff, as needed, and approvals by the Chamber Board, as required, will perform the following tasks:
  - i. Develop annual Marketing Plans and associated budgets;
  - ii. Develop and manage contractor scopes of work, work plans, and budgets;
  - iii. Procure and recommend specific contractors;
  - iii. Provide initial review and approval of contractor billings and forward invoices to Chamber staff for final approval and payment;
  - iv. Prepare and distribute CFBPC meeting agendas, meeting notes, and reports;
  - v. Provide regular reports to the full Chamber Board and participate with Chamber representatives in presentation of progress reports to City officials;
  - vi. Recruit additional and replacement CFBPC members to assist in carrying out the functions of the CFBPC.

