



Legislation Details (With Text)

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Title: Adopt City Council Resolution Approving Professional Services Agreement with Chamber of Commerce for Specified Visit Fort Bragg Marketing and Promotion Tasks (Amount Not to Exceed \$36,444; Account No. 110-4321-0319)

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Attachments: 1. RESO Chamber VFB Web-Social Media Contract, 2. Chamber VFB Contract

Date	Ver.	Action By	Action	Result
12/11/2017	1	City Council	adopted	Pass

Adopt City Council Resolution Approving Professional Services Agreement with Chamber of Commerce for Specified Visit Fort Bragg Marketing and Promotion Tasks (Amount Not to Exceed \$36,444; Account No. 110-4321-0319)

On June 26, 2017, City Council approved a Professional Services Agreement with the Mendocino Chamber of Commerce (Chamber) to carry out various marketing and promotion tasks and to administer the Visit Fort Bragg committee. The contract was approved for \$36,225 for a six-month period from July 1, 2017 through December 31, 2017. The Chamber has been responsible for VFB committee administration for a flat fee of \$1,000 per month since December 1, 2010. The Chamber has been responsible for website content, blogs and social media postings and responses since October 2015, and the Chamber assumed the website maintenance task in December 2015.

On January 1, 2018, Aspen Logan of The Color Mill will assume Visit Fort Bragg (VFB) Project Management tasks, per a Professional Services Agreement approved by City Council on September 11, 2017. Although Ms. Logan will supervise implementation of the VFB Action Plan, her role does not include performing all tasks identified in the VFB Action Plan. The VFB committee and staff recommend that a full Request for Proposals should be issued in spring 2018 for VFB Action Plan tasks including the website and social media tasks for the fiscal year beginning July 1, 2018. However, for the period January 1, 2018 through June 30, 2018, the VFB committee and staff requested a proposal from the Chamber for continued performance of website maintenance, content updates, blogs and social media postings and responses. The Chamber's proposal and fee not to exceed \$36,444 to perform these tasks has been reviewed by the VFB committee. The VFB committee and staff feel that the Chamber has done an excellent job to date in completing these specified tasks, and the social media analytics support their success. Staff recommends that City Council adopt a resolution approving a Professional Services Agreement with the Chamber for website maintenance, content updates, blogs and social media postings for the period January 1, 2018 through June 30, 2018. Funding for the services will be provided from the Measure AA funds that were allocated for marketing and promotion activities in the FY 2017/18 budget.