

RESOLUTION NO. 3410-2010

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH THE MENDOCINO COAST CHAMBER OF COMMERCE TO CARRY OUT FORT BRAGG PROMOTIONAL ACTIVITIES, AUTHORIZING CITY MANAGER TO EXECUTE SAME UPON EXECUTION BY CONSULTANT (AMOUNT NTE \$46,000; ACCOUNT 110-4391-0319), AND AUTHORIZING FY 2010-11 BUDGET AMENDMENT TO TRANSFER \$3,500 FROM UNALLOCATED GENERAL FUND BALANCE TO ACCOUNT NO. 110-4391-0319

WHEREAS, the City Council has determined that it requires certain professional and promotional services from a consultant to help 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, the Mendocino Coast Chamber of Commerce 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 Mendocino Coast Chamber of Commerce is agreeable to provide services which include oversight of a newly-formed Chamber of Commerce subcommittee which for the purposes of this agreement is known as the "Chamber Fort Bragg Promotion Committee"; and

WHEREAS, the Professional Services Agreement, attached to this resolution as "Exhibit A" fully describes the scope of services that will be provided by the Mendocino Coast Chamber of Commerce; and

WHEREAS, the Mendocino Coast Chamber of Commerce has agreed to provide the aforementioned scope of services for a monthly fee of \$1,000 for administrative costs; and

WHEREAS, the Chamber has agreed to retain and disburse the remainder of the funds that the City has budgeted for Fort Bragg promotions to help implement the FY 2010/11 Marketing Plan in coordination with the Chamber Fort Bragg Promotion Committee; and

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

1. Entering into a contractual agreement with the Mendocino Coast Chamber of Commerce will provide for the effective and efficient administration of the City's promotional activities.
2. The collaborative partnership between the City of Fort Bragg and the Mendocino Coast Chamber of Commerce will take advantage of the natural synergies between the various entities tasked with promoting our community.
3. Unspent funds in the amount of \$42,500 were appropriated in the City of Fort Bragg's FY 2010-11 Budget for the Fort Bragg Promotion Committee and are available to be transferred to the Mendocino Coast Chamber of Commerce for implementation of the Marketing Plan.


4. It is appropriate to allocate an additional \$3,500 from the General Fund to cover half of the "administrative cost allocation" as referenced in the agreement and sufficient funds are available to do so.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby approve a Professional Services Agreement with the Mendocino Coast Chamber of Commerce to carry out Fort Bragg promotional activities, and authorizing City Manager to execute same upon execution by Consultant (Amount Not to Exceed \$46,000); and

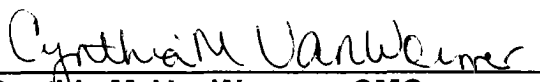
BE IT FURTHER RESOLVED that the City Council of the City of Fort Bragg does hereby authorize an amendment to the FY 2010-11 Budget from the unallocated General Fund balance to transfer funding in the amount of \$3,500 from the unallocated General Fund balance and direct it to Account No. 110-4391-0319 to fully cover the cost of this contract.

The above and foregoing Resolution was introduced by Councilmember Turner, seconded by Councilmember Courtney, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 22nd day of November, 2010, by the following vote:

AYES: Councilmembers Turner, Courtney, Gjerde, Melo, and Mayor Hammerstrom.
NOES: None.
ABSENT: None.
ABSTAIN: None.


DOUG HAMMERSTROM,
Mayor

ATTEST:


Cynthia M. VanWormer, CMC
City Clerk