

RESOLUTION NO. 4417-2021

RESOLUTION OF THE FORT BRAGG CITY COUNCIL APPROVING PROFESSIONAL SERVICES AGREEMENT WITH CREATIVE THINKING INC., DBA THE IDEA COOPERATIVE FOR MARKETING STRATEGY DEVELOPMENT AND AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACT (AMOUNT NOT TO EXCEED \$180,000; ACCOUNT NO. 110.4321.0319)

WHEREAS, on November 19, 2019, at its regular meeting, the Visit Fort Bragg Committee voted unanimously to recommend the City Council approve a contract with The Idea Cooperative; 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 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, on December 20, 2019, City and Consultant entered into an Agreement to provide strategic and creative marketing services for Visit Fort Bragg; and

WHEREAS, Consultant has been providing strategic and marketing services on a continual basis since December 2019; and

WHEREAS, the original Agreement with Consultant expired on June 30, 2021, and a new contract is required to cover the period of July 1, 2021 to June 30, 2022; and

WHEREAS, funds were appropriated in the FY 2021-22 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 a Professional Services Agreement with Creative Thinking Inc., DBA the Idea Cooperative for marketing strategy development and execution and authorizes the City Manager to execute the same upon execution by Contractor (Amount Not to Exceed \$180,000, Account: 110.4321.0319).

The above and foregoing Resolution was introduced by Councilmember Morsell-Haye, seconded by Councilmember Peters, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 12th day of July, 2021, by the following vote:

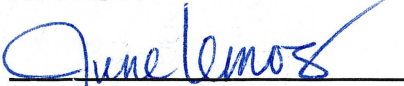
AYES: Councilmembers Albin-Smith, Morsell-Haye, Rafanan, Peters and Mayor Norvell.
NOES: None.
ABSENT: None.

ABSTAIN: None.
RECUSED: None.



BERNIE NORVELL
Mayor

ATTEST:



June Lemos, CMC
City Clerk