

**RESOLUTION NO. 4296-2020**

**RESOLUTION OF THE FORT BRAGG CITY COUNCIL  
AUTHORIZING CITY MANAGER TO EXECUTE CONTRACT AMENDMENT  
FOR MARKETING SERVICES, INCREASING THE AMOUNT OF THE  
CONTRACT WITH CREATIVE THINKING, INC. DBA THE IDEA  
COOPERATIVE BY A NOT TO EXCEED AMOUNT OF \$10,000  
(ACCOUNT NO. 110-4321-0319)**

**WHEREAS**, on December 20, 2019, the City of Fort Bragg entered into a Professional Services Agreement ("Contract") in the amount of \$99,000.00 with Creative Thinking, Inc. dba The Idea Cooperative ("Consultant") to provide strategic and creative marketing services for Visit Fort Bragg, authorized by City Council Resolution 4213-2019 dated November 25, 2019; and

**WHEREAS**, the City and Consultant entered into a First Amendment to the Contract on June 29, 2020 to extend the time of completion and term of the Contract; and

**WHEREAS**, additional tasks remain to be completed which are outlined in the proposed Second Amendment to Professional Services Agreement attached hereto as Exhibit A; and

**WHEREAS**, the scope of work changes created costs of 10.1% above the contracted amount; and

**WHEREAS**, per the Fort Bragg Municipal Code Section 3.20.060, the City Manger's signing authority for change orders may not exceed 10% of the approved contract cost; and

**WHEREAS**, 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 Second Amendment to the Professional Services Agreement with Creative Thinking, Inc. dba The Idea Cooperative and authorizes the City Manager to execute same (amount of increase not to exceed \$10,000.00, total amount of contract not to exceed \$109,000.00, Account No. 110-4321-0319).

**The above and foregoing Resolution was introduced by Councilmember Norvell, seconded by Councilmember Albin-Smith and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 10th day of August, 2020, by the following vote:**

**AYES:** Councilmembers Albin-Smith, Morsell-Haye, Norvell, Peters and Mayor Lee.

**NOES:** None.

**ABSENT:** None.

**ABSTAIN:** None.

**RECUSED:** None.

*William V. Lee*

WILLIAM V. LEE  
Mayor

ATTEST:

*June Lemos*

June Lemos, CMC  
City Clerk

**SECOND AMENDMENT  
TO PROFESSIONAL SERVICES AGREEMENT WITH  
CREATIVE THINKING, INC. DBA THE IDEA COOPERATIVE**

**THIS SECOND AMENDMENT** is made and entered into this \_\_\_\_ day of August, 2020, by and between the CITY OF FORT BRAGG ("City") and CREATIVE THINKING, INC. DBA THE IDEA COOPERATIVE ("Consultant").

**WHEREAS**, the City Council on November 25, 2019, adopted Resolution 4213-2019 authorizing a Professional Services Agreement ("Contract") with Consultant; and

**WHEREAS**, the City and Consultant entered into the Contract on December 20, 2019; and

**WHEREAS**, the Contract states that Consultant will provide strategic and creative marketing services for Visit Fort Bragg; and

**WHEREAS**, on June 29, 2020, City and Consultant entered into a First Amendment to the Contract extending the completion date of the project to July 31, 2020 and the expiration date of the Contract to October 31, 2020;

**WHEREAS**, the parties desire to add to the Contract's scope of work to include new activities as described in Exhibit A to this Second Amendment, to extend the completion date of the project to October 31, 2020, and to extend the expiration date of the Contract to January 31, 2021; and

**WHEREAS**, the cost of providing the additional services is **Ten Thousand Dollars (\$10,000.00)**, which sum is 10.1% above the contracted amount of \$99,000.00, for a total Not To Exceed amount of \$109,000.00; and

**WHEREAS**, there are still sufficient funds budgeted for these activities; and

**WHEREAS**, City and Consultant desire to amend the Contract to augment the Scope of Services, increase the Not to Exceed Amount, and extend the time of completion and term of the Contract;

**NOW, THEREFORE**, for the aforementioned reasons and other valuable consideration, the receipt and sufficiency of which is acknowledged, City and Consultant hereby agree that the Professional Services Agreement for strategic and creative marketing services for Visit Fort Bragg between the City and Consultant dated December 20, 2019, is hereby amended as follows:

**1. Scope of Work:**

Paragraph 1.1 (Scope of Work) is hereby amended to include the additional work described in Exhibit A attached hereto and incorporated herein by reference.

2. **Compensation:**

Paragraph 2.1 (Compensation), is hereby amended to state, "Consultant's total compensation shall not exceed **One Hundred Nine Thousand Dollars (\$109,000.00).**"

3. **Time of Completion:**

Paragraph 3.1 (Commencement and Completion of Work) is hereby amended to extend the completion date to **October 31, 2020.**

4. **Term:**

Paragraph 4.1 (Term) is hereby amended to extend the expiration date of the Contract to January 31, 2021.

5. Except as expressly amended herein, the Professional Services Agreement between the City and Consultant dated December 20, 2019, is hereby reaffirmed.

**IN WITNESS WHEREOF**, the parties have executed this Second Amendment the day and year first above written.

CITY

CONSULTANT

By: \_\_\_\_\_  
Tabatha Miller  
Its: City Manager

By: \_\_\_\_\_  
Tom Kavanaugh  
Its: President

ATTEST:

By: \_\_\_\_\_  
June Lemos, CMC  
City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Keith F. Collins  
City Attorney



# FORT BRAGG

NORTH COAST CALIFORNIA

## Campaign Extension v1

**PROPOSAL**

FTB-002  
June 25, 2020

**Project Overview - Proposal Option 1**

Working from a budget of \$10,000 over four months (July > October, 2020), The Idea Cooperative will maintain social media activity for Visit Fort Bragg with a focus on several initiatives.

- Organic Social Media
  - Announce and promote traffic to the new website
  - Maintaining existing destination-themed social media
  - Include site content (stories, experiences, etc.)
- Website Maintenance
  - Email to business community for site accuracy and encourage sharing
  - Ongoing resources to make necessary changes

**July 2020**

- E-newsletter to local audience for accuracy and encourage engagement with and sharing of the new site
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

	Hours	Rate	Fee
Social Media Management & Execution	14	\$100	\$1,400
Art Direction	2	\$150	\$300
Copywriting	2	\$150	\$300
Interactive Development (email and website)	8	\$125	\$1,000
Admin/Project Management	4	\$100	\$400
		<b>TOTAL</b>	<b>\$3,400</b>

**August > October 2020**

- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes.

	Hours	Rate	Fee
Social Media Management & Execution	10	\$100	\$1,000
Art Direction	1	\$150	\$150
Copywriting	1	\$150	\$150
Interactive Development (website)	4	\$125	\$500
Admin/Project Management	4	\$100	\$400
		<b>MONTHLY TOTAL</b>	<b>\$2,200</b>
		<b>X3</b>	<b>\$6,600</b>

**PROJECT TOAL: \$10,000**

Authorization To Proceed: \_\_\_\_\_ Date: \_\_\_\_\_

Notes:

Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately.  
This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.