



# Mendocino County

## Legislation Details (With Text)

**File #:** 21-0628      **Version:** 1      **Name:**  
**Type:** Agreement      **Status:** Consent Agenda  
**File created:** 5/24/2021      **In control:** Health and Human Services Agency  
**On agenda:** 6/8/2021      **Final action:**  
**Title:** Approval of Retroactive Agreement with Helen Foraker DBA Helen and Company Advertising, Inc. in the Amount of \$9,669.15 to Provide the Mendocino County Oral Health Program with County-Wide Oral Health Education through Advertisements on Mendocino Transit Authority Buses for a Six-Month Period, Effective January 20, 2021 through July 31, 2021  
**Sponsors:** Health and Human Services Agency  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Agreement 21-107

Date	Ver.	Action By	Action	Result
6/8/2021	1	Board of Supervisors		

**To: Board of Supervisors**

**From:** Health and Human Services Agency

**Meeting Date:** June 8, 2021

**Department Contact:** Mary Alice Willeford      **Phone:** 707-468-7076  
**Department Contact:** Tina Tyler-O'Shea      **Phone:** 707-456-3827  
**Department Contact:** Bhavy Ducharme      707-367-7313

**Item Type:** Consent Agenda

**Time Allocated for Item:** N/A

**Agenda Title:**

Approval of Retroactive Agreement with Helen Foraker DBA Helen and Company Advertising, Inc. in the Amount of \$9,669.15 to Provide the Mendocino County Oral Health Program with County-Wide Oral Health Education through Advertisements on Mendocino Transit Authority Buses for a Six-Month Period, Effective January 20, 2021 through July 31, 2021

**Recommended Action/Motion:**

Approve retroactive Agreement with Helen Foraker DBA Helen and Company Advertising, Inc. in the amount of \$9,669.15 to provide the Mendocino County Oral Health Program with county-wide oral health education through advertisements on Mendocino Transit Authority buses for a six-month period, effective January 20, 2021 through July 31, 2021; authorize the Health and Human Services Agency Assistant Director or designee to sign any future amendments to the Agreement that do not increase the annual maximum amount; and authorize Chair to sign same.

**Previous Board/Board Committee Actions:**

N/A

**Summary of Request:**

Helen Foraker DBA Helen and Company Advertising, Inc. provides services to all counties in California, acting as the liaison between bus companies, the advertisers, and the counties. Helen Foraker DBA Helen and Company Advertising, Inc. has provided advertising services for the Mendocino County Oral Health Program through advertisements on Mendocino Transit Authority (MTA) buses since 2018. This renewal Agreement is for a six-month period of advertising from February 1, 2021 through July 31, 2021. Services include one (1) ad/tail wrap design for Oral Health Education on five (5) county-wide MTA buses (2-driver side, 3 passenger side).

Program staff drafted this item months in advance of the start date, but overlooked routing through the County's internal review and signing process. By the time the oversight was realized, the agreement was retroactive, and good-faith services had already been provided by the contractor, necessitating a retroactive Agreement.

**Alternative Action/Motion:**

Return to staff for alternative handling.

**Supervisorial District:** All

**vote requirement:** Majority

**Supplemental Information Available Online At:**  
<HTTPS://MENDOCINOTRANSIT.ORG/ADVERTISING/>

**Fiscal Details:**

<b>source of funding:</b> CA State Oral Health Program	<b>budgeted in current f/y:</b> Yes
<b>current f/y cost:</b> \$9,669.15	<b>if no, please describe:</b>
<b>annual recurring cost:</b> N/A	<b>revenue agreement:</b> N/A
<b>budget clarification:</b>	

**Agreement/Resolution/Ordinance Approved by County Counsel:** Yes

---

**CEO Liaison:** Darcie Antle, Deputy CEO

**CEO Review:** Yes

**CEO Comments:**

**FOR COB USE ONLY**

---

Executed By: Atlas Pearson, Deputy Clerk I

Date: June 9, 2021

Final Status: Approved

Executed Item Type: Agreement Number: 21-107

**Note to Department** Number of Original Agreements Returned to Dept: 0 Original Agreement Delivered to Auditor? No

