



Mendocino County

Legislation Details (With Text)

File #: 24-0275 **Version:** 1 **Name:**
Type: Approval **Status:** Consent Agenda
File created: 2/12/2024 **In control:** Public Health
On agenda: 2/27/2024 **Final action:**
Title: Approval of Retroactive Agreement with DG Creative Branding, Inc. in the Amount of \$21,600, to Provide Professional Branding Solutions to Mendocino County Public Health, Effective July 1, 2023, through June 30, 2024

Sponsors:

Indexes:

Code sections:

Attachments: 1. Agreement 24-033, 2. Original Agreement

Date	Ver.	Action By	Action	Result
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To: BOARD OF SUPERVISORS

From: Public Health

Meeting Date: February 27, 2024

Department Contact: Jenine Miller, Psy.D.

Phone: 707-472-2341

Department Contact:

Phone:

Item Type: Consent Agenda

Time Allocated for Item: N/A

Agenda Title:

Approval of Retroactive Agreement with DG Creative Branding, Inc. in the Amount of \$21,600, to Provide Professional Branding Solutions to Mendocino County Public Health, Effective July 1, 2023, through June 30, 2024

Recommended Action/Motion:

Approve retroactive Agreement with DG Creative Branding, Inc. in the amount of \$21,600, to provide professional branding solutions to Mendocino County Public Health, effective July 1, 2023, through June 30, 2024; authorize the Public Health Director or designee to sign any future amendments to the Agreement that do not increase the maximum amount; and authorize Chair to sign same.

Previous Board/Board Committee Actions:

N/A

Summary of Request:

DG Creative Branding is a graphic design company owned and operated by Karen Adair, located in Grants Pass, Oregon. With over 40 years' experience as a graphic designer, Karen provides a diverse range of branding, visuals, and messaging through DG Creative Branding, Inc. Services include brand consulting and design, creative art direction, graphic design, and photography. In 2022, Mendocino County Department of

Public Health (PH) contracted with DG Creative Branding, Inc. for professional branding services including: collaborating to create effective, attractive, and professional branding solutions, acting as a subject matter expert and strategy consultant, and drafting and designing materials intended for print or online use. Through the 2022 Agreement, DG Creative Branding, Inc. acquired valuable experience specific to PH, including expertise in the regulatory marketing requirements that must be followed by local governments, and specific knowledge regarding existing branding standards.

Through the proposed retroactive Agreement, PH plans to continue utilizing DG Creative Branding, Inc. for branding services during Fiscal Year (FY) 2023-24. Since the 2022 Agreement with DG Creative Branding, Inc. expired on June 30, 2023, the proposed Agreement for FY 2023-24 is retroactive to July 1, 2023 in order to avoid a lapse in branding services. PH Communications budgets were developed and approved in November 2023, well after the first Agreement with DG Creative Branding Inc. expired, and PH brought the FY 2023-24 Agreement forward for processing soon thereafter.

Alternative Action/Motion:

Return to staff for alternative handling.

Strategic Plan Priority Designation: A Safe and Healthy County

Supervisory District: All

Vote Requirement: Majority

Supplemental Information Available Online At: N/A

Fiscal Details:

source of funding: BU 4010, PHFOPH; 86-2189

current f/y cost: \$21,600

budget clarification: N/A

annual recurring cost: N/A

budgeted in current f/y (if no, please describe): Yes

revenue agreement: No

AGREEMENT/RESOLUTION/ORDINANCE APPROVED BY COUNTY COUNSEL: Yes

CEO Liaison: Tony Rakes, Acting Deputy CEO

CEO Review: Yes

CEO Comments:

FOR COB USE ONLY

Executed By: Atlas Pearson, Senior Deputy Clerk

Date: February 27, 2024

Final Status: **Approved**

Executed Item Type: Agreement

Number: 24-033

