



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

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Department Contact: Tina Tyler-O'Shea

Phone: 707-456-3827

Department Contact: Bhavvy 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.

Supervisory District: All

vote requirement: Majority

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

Fiscal Details:

source of funding: CA State Oral Health Program

current f/y cost: \$9,669.15

annual recurring cost: N/A

budget clarification:

budgeted in current f/y: Yes

if no, please describe:

revenue agreement: N/A

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Darcie Antle, Deputy CEO

CEO Review: Yes

CEO Comments:

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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

