



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 5/10/2022

To: Board of Directors of the Sonoma County Agricultural Preservation and Open Space District

Department or Agency Name(s): Agricultural Preservation and Open Space District

Staff Name and Phone Number: Amy Ricard, 565-7261

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

Creative Services Contract Extensions

Recommended Action:

Authorize General Manager of the Sonoma County Agricultural Preservation and Open Space District to execute professional service agreement amendments and/or extensions to certain creative services agreements stalled or otherwise impacted by the ongoing COVID-19 pandemic.

Executive Summary:

The Sonoma County Agricultural Preservation and Open Space District relies upon a diversity of communications strategies to fulfill its obligations to report back to the community on its activities and accomplishments and to solicit input from Sonoma County citizens. Our community relations work includes an array of communications and outreach efforts including online promotion (website, e-newsletter, social media), offline promotion (brochures, marketing collateral, advertisements), traditional media relations, and community engagement (public meetings, outings, events, conferences).

Given the specialized nature of the services and the wide array of resources needed to create these outreach materials, the Sonoma County Agricultural Preservation and Open Space District requires the assistance of experts in the field of community relations. Three service providers were selected in 2019 pursuant to a request for proposals process to support the agency's community relations efforts and to augment the capacity and productivity of existing community engagement staff.

In March 2020, the World Health Organization declared a global pandemic and our local Public Health Officer issued a "Shelter in Place" health order in Sonoma County, which required all County employees to telework if possible. The pandemic significantly slowed progress on community relations projects as both staff and consultants needed time to adjust to a teleworking environment, tend to sick family members, and/or facilitate distance learning for their children. Extending the current agreements an additional three years will provide the necessary time to finish the projects that have been impacted by the pandemic.

Discussion:

Sonoma County Agricultural Preservation and Open Space District (Ag + Open Space) is committed to ensuring timely and engaging communications that will result in increased positive recognition and understanding of Ag + Open Space, enhanced connections with a diverse cross section of the Sonoma County community, opportunities to hear input from Sonoma County citizens, and greater support for the Ag + Open Space land

conservation mission. Given the breadth and depth of expertise required for many of our projects, the most efficient use of taxpayer dollars is to enter into as-needed contracts with specialized outside resources to complement internal resources and skills.

Ag + Open Space seeks to extend three contracts that were impacted or delayed as a result of the COVID-19 pandemic. The subject contracts were executed with specific timelines based on existing conditions at that time. As circumstances have changed, it is necessary to extend these contracts to complete the scopes of work. Given that these contracts were executed three years ago and will extend for an additional three years, two of the vendors have increased their rates due to increased costs associated with labor, products and services, and inflation. The cost of living in Sonoma County has also increased significantly in the last three years and local vendors have had to increase rates to keep pace with local realities.

Catch Creative, LLC (O-1202)

Catch Creative was brought under contract in 2019 in an amount not-to-exceed \$150,000 to serve as our primary creative consultant. Their scope of work included creating and executing a comprehensive awareness campaign that would include online communications, media relations, marketing collateral development, paid advertising, social media marketing, among many other elements. Ag + Open Space recommends extending the term to April 30, 2025 to ensure Catch Creative can complete the contracted scope of work.

Daydreamer Cinema, LLC dba Culture Pop Films (O-1203)

Daydreamer Cinema LLC dba Culture Pop Films came under contract in 2019 in an amount not-to-exceed \$75,000 for their exemplary videography and film editing skills. Those skills have been and will continue to be used to produce videos and other multimedia projects. Ag + Open Space recommends extending the term to April 30, 2025 to ensure Culture Pop Films can complete the contracted scope of work.

Dow, Kim dba Dowhouse Graphics (O-1204)

Dow, Kim dba Dowhouse Graphics was also brought under contract in 2019 in an amount not-to-exceed \$30,000 to serve as an as-needed graphic designer to execute a variety of ad hoc projects, such as management plans, public meeting notices, flyers, postcard, advertisements, etc. Ag + Open Space recommends extending the term to April 30, 2025 so that staff is able to utilize both the contracted funds and Kim Dow’s expertise for future graphic design projects.

Prior Board Actions:

May 14, 2019: Approval of As-Needed Communications and Community Engagement Services Agreements with Catch Creative, LLC and Daydreamer Cinema, LLC dba Culture Pop Films (File # 201-0591).

FISCAL SUMMARY

Expenditures	FY 21-22 Adopted	FY 22-23 Projected	FY 23-24 Projected
Budgeted Expenses	\$71,000	\$92,000	\$92,000
Additional Appropriation Requested			
Total Expenditures	\$71,000	\$92,000	\$92,000

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Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	\$71,000	\$92,000	\$92,000

Narrative Explanation of Fiscal Impacts:

No additional funds are being requested for these contracts. Adequate appropriations are existing in the FY 21-22 budget and will be incorporated into the projected year's budgets.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

Attachments:

Related Items "On File" with the Clerk of the Board:

1. 1st Amendment with Catch Creative, LLC
2. 1st Amendment with Daydreamer Cinema, LLC
3. 1st Amendment with Kim Dow