



## CITY OF COMMERCE AGENDA REPORT

**TO:** Honorable City Council

**Item No.** \_\_\_\_\_

**FROM:** City Administrator

**SUBJECT:** Approval to Issue a Request for Statement of Qualifications (RFQ) for Marketing and Public Relations On-Call Professional Services

**MEETING DATE:** May 15, 2018

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### **RECOMMENDATION:**

It is recommended that City Council authorize staff to issue a Request for Statement of Qualifications (RFQ) for Marketing and Public Relations On-call Services.

### **DISCUSSION / ANALYSIS:**

City staff is recommending that an on-call list relating to Marketing and Public Relations be created. In light of potential projects and matters that require professional public relations in order to engage all stakeholders including residents, businesses and government agencies to deliver the correct campaign or information regarding certain matters, it is important that City maintain professional highly qualified companies that could provide assistance to existing Public Information office and City Departments to deliver the right message.

### **ALTERNATIVES:**

1. Approve staff recommendation
2. Reject staff recommendation
3. Provide staff with further direction

### **FISCAL IMPACT:**

No fiscal impact. At this time, only an On-call Marketing and Public Relations Professional Services List will be generated.

### **RELATIONSHIP TO STRATEGIC GOALS:**

The issue before the Council is applicable to Council's Economic strategic goal #4: "Focus on strategic economic development pursuits that will increase local jobs, generate additional revenue and create demand for supporting businesses."

Recommended by: Lena Shumway, Director of Administrative Services and City Clerk  
Approved as to form: Noel Tapia, City Attorney  
Respectfully submitted: Edgar P. Cisneros, City Administrator

ATTACHMENTS:

Request for Qualifications for Marketing and Public Relations On-Call Professional Services