



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

Item No. _____

FROM: City Administrator

SUBJECT: A Resolution of the City Council of the City of Commerce Authorizing Blue Icon Communications to conduct public relations outreach services related to proposed cannabis policies and regulations, moratorium or prohibition pursuant to their existing on-call agreement.

MEETING DATE: AUGUST 6, 2018

RECOMMENDATION:

Adopt a Resolution authorizing Blue Icon Communications to conduct public relations outreach services related to proposed cannabis regulations, policies including a moratorium or prohibition pursuant to the existing on-call agreement.

BACKGROUND/ANALYSIS:

On August 6, 2018, the City Council is considering the adoption of a resolution establishing an eligibility list for various on-call professional public relations services. These contracts are intended to provide flexibility and enhance the capacity of the City to deliver projects and programs. These professional service contracts reduce costs and expedite project schedules by reducing the time and effort to solicit multiple Requests for Proposals (RFPs) for various individual projects. They also allow the City to “staff-up” for momentary periods of time to facilitate projects with increased demand for unspecified and at times brief initiatives.

Blue Icon Communications was included on the on-call professional services eligibility list considered by the City Council on August 6, 2018. A separate Agreement for Consultant Services between the City of Commerce and Blue Icon Communications is being proposed due to Blue Icon Communications’ qualifications as it relates to public relations and the subject matter of the proposed outreach.

Blue Icon Communications is a public relations company. Owner and Principal Louis Reyes is an experienced public relations professional, with over 20 years of experience working on community outreach and with media.

Staff recommends that the City Council authorize Blue Icon, for public relations services. The proposed limit for the cost for these services is \$22,500. The costs associated with these services will include, but are not limited to, supporting the City with outreach for the

land use ordinance development, community outreach and development, and other public information tasks as needed.

ALTERNATIVES:

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

FISCAL IMPACT:

If the City Council approves the agreement with Blue Icon Communications, a one-time appropriation of \$22,500 will need to be approved. The cost for the subject services will be covered by 2017-18 Fiscal Year-end surplus funds.

RELATIONSHIP TO STRATEGIC GOALS:

Prepared and recommended by: Norma Copado, City Attorney
Reviewed by: Vilko Domic, Director of Finance
Approved as to form: Norma Copado, City Attorney
Respectfully submitted: Edgar P. Cisneros, City Administrator

ATTACHMENTS:

1. Resolution