

RESOLUTION NO. RES-2022-023

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT NO. F002334 WITH BELINDA M. FERNANDEZ, DBA STUDIO B

WHEREAS, the City contracted with Santa Rosa based Studio B for multi-platform marketing and brand management services for the Economic Development Division; and

WHEREAS, the Economic Development Division desires to continue working with Studio B for additional multi-platform marketing and brand management services, including revisions to the Out There SR and Public Art brands and outreach platforms; and

WHEREAS, the City desires to to extend these services for the Economic Development Division through June 30, 2023, and increase compensation in the amount of \$65,000 for a total amount not to exceed \$152,000; and

WHEREAS, the primary funding source for the Economic Development Division, and the sole funding source for the Out There SR campaign work related to this agreement, comes from the City’s portion of the Santa Rosa Tourism Business Improvement Area (SRTBIA) assessment, established through Ordinance No. 3946 on August 3, 2010.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the First Amendment to Professional Services Agreement Number F002334 with Belinda M. Fernandez, DBA Studio B, in substantially the same form as Exhibit A to the resolution, subject to approval as to form by the City Attorney.

IN COUNCIL DULY PASSED this 15th day of February, 2022.

AYES: (6) Mayor C. Rogers, Vice Mayor Alvarez, Council Members Fleming, N. Rogers, Sawyer, Schwedhelm

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney

Exhibit A – First Amendment to Professional Services Agreement Number F002334 with Belinda M. Fernandez, DBA Studio B