

RESOLUTION NO. RES-2023-137

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

WHEREAS, on June 30, 2021, the City entered into a Professional Services Agreement with Santa Rosa based Studio B for multi-platform marketing and brand management services for the Economic Development Division; and

WHEREAS, on February 15, 2022, the City Council approved the First Amendment to Professional Services Agreement with Belinda M. Fernandez, DBA Studio B increasing compensation and extending the time of performance for continuing services; and

WHEREAS, on September 28, 2022, a Second Amendment was entered into increasing compensation and extending the time of performance for continuing services; and

WHEREAS, the Economic Development Division desires to continue working with Studio B for additional visitor focused marketing and brand management services, including revisions to the Out There Santa Rosa 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, 2024, and increase compensation in the amount of \$70,000 for a total not to exceed amount of \$322,000; 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.

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NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the Third 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 8th day of August, 2023.

AYES: (7) Mayor N. Rogers, Vice Mayor MacDonald, Council Members Alvarez, Fleming, Okrepkie, C. Rogers, Stapp

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
Interim City Attorney

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