

RESOLUTION NO. RES-2017-206

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH SARTIN DENNY PRODUCTIONS, LLC, DBA THE ENGINE IS RED, FOR CREATIVE SUPPORT SERVICES

WHEREAS, the City first contracted with The Engine Is Red in June 2014, for the development of a strategic campaign and communication plan with the key goal of changing perceptions and processes of doing business with the City; and

WHEREAS, the need exists to provide deliverables identified in the 2014 campaign strategy, as well as additional creative service needs related to emerging issues, department initiatives, and programs and projects stemming from City Council goals; and

WHEREAS, The Engine Is Red has the expertise and historic campaign knowledge to provide these creative services resources.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the Professional Services Agreement with Sartin Denny Productions, LLC, DBA The Engine is Red, a Santa Rosa, California limited liability corporation, for creative support services related to emerging issues, the Process Improvement Action Plan, and other Department initiatives for a total amount not to exceed \$96,000.00, attached hereto and incorporated herein as Exhibit A.

IN COUNCIL DULY PASSED this 24th day of October, 2017.

AYES: (7) Mayor Coursey, Vice Mayor Tibbetts, Council Members Combs, Olivares, Rogers, Sawyer, Schwedhelm

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
City Clerk Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

Exhibit A – Professional Services Agreement with Sartin Denny Productions, LLC, dba The Engine is Red