

# City of Santa Rosa



## Legislation Details

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**File #:** 17-0912      **Version:** 1      **Name:** The Engine is Red PSA  
**Type:** CC- Consent - Resolution      **Status:** Agenda Ready  
**File created:** 9/25/2017      **In control:** City Council  
**On agenda:** 10/24/2017      **Final action:**

**Title:** RESOLUTION - PROFESSIONAL SERVICES AGREEMENT WITH SARTIN DENNY PRODUCTIONS, LLC, DBA THE ENGINE IS RED, FOR CREATIVE SUPPORT SERVICES RELATED TO POST-FIRE REBUILD AND PROCESS IMPROVEMENT COMMUNICATIONS, AND OTHER DEPARTMENT INITIATIVES

RECOMMENDATION: It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve a 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 post-fire rebuild and process improvement communications, and other Department initiatives for a total amount not to exceed \$96,000.00.

**Sponsors:** Planning and Economic Development

**Indexes:** Not a Project

**Code sections:**

**Attachments:** 1. Staff Report, 2. Attachment 1 - Campaign Guide, 3. Attachment 2 - PSA, 4. Resolution, 5. Exhibit A, 6. Presentation

Date	Ver.	Action By	Action	Result
10/24/2017	1	City Council	to waive reading of the text and adopt Consent Items	Pass