



<b>STAFF REPORT</b>	
<b>SUBJECT:</b> Approve Contract Amendment with Lucy & Company for Public Relations and Communications Services	<b>MEETING DATE:</b> July 6, 2023
<b>SUBMITTED BY:</b> Alan D. Flora, City Manager	
<b>PURPOSE OF REPORT:</b> <input type="checkbox"/> Information only <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Action Item	

**WHAT IS BEING ASKED OF THE CITY COUNCIL:**

The City Council is being asked to approve a contract amendment with Lucy and Company.

**BACKGROUND/ DISCUSSION:**

In May the City contracted with Lucy & Company for public relations and communications services. This was a 60-day agreement for \$12,000 per month. The work has included development of the Clearlake Express, a new newsletter on happenings in the City, and various other messaging support. Staff recommend amending this contract for additional services. The proposed agreement would be an additional three months at \$12,000 per month and then a six-month term at \$10,000 per month. This would include communications and strategy support around key projects underway in the City and those to be undertaken in the near future. Additionally, the City could request a project specific task for services such as media relations or meeting facilitation.

**OPTIONS:**

1. Approve Contract Amendment for \$96,000 for nine months and allow the City Manager to authorize up to an additional \$50,000 of project specific tasks if needed.
2. Provide Direction to Staff.

**FISCAL IMPACT:**

None  \$146,000 Budgeted Item?  Yes  No

Budget Adjustment Needed?  Yes  No If yes, amount of appropriation increase: \$

Affected fund(s):  General Fund  Measure P Fund  Measure V Fund  Other: Project Funds

Comments:

**STRATEGIC PLAN IMPACT**

- Goal #1: Make Clearlake a Visibly Cleaner City
- Goal #2: Make Clearlake a Statistically Safer City
- Goal #3: Improve the Quality of Life in Clearlake with Improved Public Facilities

- Goal #4: Improve the Image of Clearlake
- Goal #5: Ensure Fiscal Sustainability of City
- Goal #6: Update Policies and Procedures to Current Government Standards
- Goal #7: Support Economic Development

**Attachments:**