



CITY OF CLEARLAKE

City Council

STAFF REPORT

SUBJECT: Amendment to Professional Services Agreement with Lucy & Company for Public Relations and Communications Services

MEETING DATE: June 19, 2025

SUBMITTED BY: Alan Flora, City Manager

PURPOSE OF REPORT: ☐ Information only ☐ Discussion ☒ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

Approve contract for continued public relations and communications services.

BACKGROUND/DISCUSSION:

In 2023 the City executed a contract with Lucy & Company to provide public relations and communications services. This work has resulted in several new initiatives including the Clearlake Express newsletter. The contract was extended for an additional year in 2024.

The proposed one-year contract would be \$10,000/month with an additional allowance of \$25,000 for other additional costs such as meeting facilitation, graphic design, travel, printing, etc., to be approved by the City Manager prior to initiation.

OPTIONS:

1. Approve Contract Amendment for up to \$145,000 over one year
2. Provide Direction to Staff.

FISCAL IMPACT:

☐ None ☒ \$145,000 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:**