



STAFF REPORT	
SUBJECT: Amendment to Professional Services Agreement with Lucy & Company for Public Relations and Communications Services	MEETING DATE: Aug. 1, 2024
SUBMITTED BY: Alan Flora, City Manager	
PURPOSE OF REPORT: <input type="checkbox"/> Information only <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> 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 proposed one-year contract would be \$10,000/month with an additional allowance of \$67,500 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 \$187,500 over one year
2. Provide Direction to Staff.

FISCAL IMPACT:

None \$187,500 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: