



# CITY COUNCIL ACTION FORM

DEPARTMENT	PRESENTED BY	DATE
Administration	Sara Law - Sustainability Coordinator/PIO	March 4, 2025

## **AGENDA ITEM**

Consent Agenda

## **BACKGROUND**

On July 1, 2024, the City of Salida issued an RFP for a communications team to develop a strategic organizational Communications Plan. The RFP outlined services including internal and external communications, advertising campaigns, graphic design, innovative marketing strategies like web design and surveys, and the creation of annual reports. After receiving 20 applications and narrowing it down to 9 finalists, the City selected a local company, CivicBrand, to handle these communications needs.

## **RECOMMENDATION**

Staff recommends approval of the contract with CivicBrand.

## **FISCAL IMPACT**

The City budgeted \$60,000 for FY 2025.

## **MOTION**

A Councilmember should make a motion to “combine and approve the items on the consent agenda”, followed by a second and a roll call vote.