RESOLUTION 2015-02

A RESOLUTION OF THE GARIBALDI CITY COUNCIL ACTING AS THE GARIBALDI CONTRACT REVIEW BOARD DECLARING A SPECIFIC EXEMPTION TO THE COMPETITIVE BID REQUIREMENTS OF GARIBALDI MUNICIPAL CODE SECTION 3.10., PUBLIC CONTRACTS, AND AUTHORIZING STAFF TO CONTRACT WITH MEDIA AMERICA FOR DESIGN AND PUBLICATION SERVICES

WHEREAS, Garibaldi Municipal Code (GMC) § 3.10.010, Public Contracts – Purpose, states that the public contracting rules of the City of Garibaldi are intended to foster competition to obtain the best possible product for the best price with the understanding that there are a number of different procedures to obtain these results; and,

WHEREAS, GMC § 3.10.020, Public Contracts – Contract Review Board, designates the City Council of Garibaldi as the City of Garibaldi's local contract review board, hereto referred to as the Garibaldi Contract Review Board, as prescribed by Oregon Revised Statute 279A.060; and,

WHEREAS, GMC § 3.10.090(P), Public Contracts – Exemptions § G(1) states "The following are personal services contracts and may be exempt from competitive bidding by the council… Contracts for services performed as an independent contractor in a professional capacity, including but not limited to the services of an accountant, attorney, architectural or land use planning consultant, consultant, physician or dentist, registered professional engineer, fire chief, information technology consultant, forester, appraiser, surveyor, passenger aircraft pilot, photographer, timber cruiser, data processing consultant, broadcaster or other person with specialized skills, knowledge, education and resources"; and,

WHEREAS, the Garibaldi Tourism Commission has reviewed proposals for design and publication services necessary to produce the City's Visitors Guide and determined that a proposal from Media America offers the city the best value and service for the price quoted based on quality of work, performance history with other entities and proposed process for developing the Garibaldi Visitors Guide; and,

WHEREAS, the Garibaldi Contract Review Board has considered and accepted this recommendation of the Garibaldi Tourism Commission, and;

WHEREAS, the Garibaldi Contract Review Board has determined that an exemption to the city's public contracting rules in this situation provides the services required by the city without encouraging favoritism or substantially diminishing competition for public contracts,

NOW, THEREFORE, THE COMMON COUNCIL OF THE CITY OF GARIBALDI RESOLVES AS FOLLOWS:

Section 1. The recitals of this resolution are incorporated herein by reference and adopted as findings in support of this approval of an Exemption to the City's Public Contracting Rules.

Section 2. A proposal from MEDIA America provided by Megan Kirkpatrick has been received by the City of Garibaldi and has been evaluated by city staff and the Garibaldi Tourism Commission, and is attached to this resolution as ***Exhibit A***.

Section 3. The Garibaldi Contract Review Board hereby authorizes the City Manager to enter into an agreement with MEDIA America based on the ***Exhibit A*** for the development of the Garibaldi Visitors Guide.

Section 4. The City Manager is authorized to expend up to $8,000 on design and publication services as described in ***Exhibit A***.

Section 5. This resolution shall take effect upon approval by the Garibaldi City Council.

PASSED BY THE COMMON COUNCIL AND APPROVED BY THE MAYOR, this 16th Day of March, 2015.

Hon. Suzanne McCarthy, Mayor

ATTEST:

John O'Leary, City Manager

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Exhibit A - RESOLUTION OF THE GARIBALDI CITY COUNCIL ACTING AS THE GARIBALDI CONTRACT REVIEW BOARD DECLARING A SPECIFIC EXEMPTION TO THE COMPETITIVE BID REQUIREMENTS OF GARIBALDI MUNICIPAL CODE SECTION 3.10., PUBLIC CONTRACTS, AND AUTHORIZING STAFF TO CONTRACT WITH MEDIA AMERICA FOR DESIGN AND PUBLICATION SERVICES

MEDIAmerica

PROPOSAL FOR THE CITY OF GARIBALDI'S ANNUAL 2015 VISITOR GUIDE

We are very pleased to submit this proposal for the 2015 City of Garibaldi Visitor Guide. The following information includes the specifications and details of the pricing.

Specifications

Quantity: 3,000/5,000/8,000
Page count: 32-pages, self-cover
Paper: 80# #3 gloss text paper.
Ink: 4-color throughout
Binding: Saddlestitch
Trim size: 8.375" x 10.875"
Copy and photography provided by the City of Garibaldi

Printing

Includes paper, printing, production management and boxes.

Quantity:	3,000	5,000	8,000
	$3,720	**$4,300**	**$5,200**

One set of contract color proofs and imposition shipped overnight to Garibaldi: **$250.00** (includes shipping to Garibaldi)

Estimated cost to ship final packed boxes to the City of Garibaldi: **$250.00** (Final cost will depend on how many boxes are in the final shipment)

Cost for corrections of hard copy proofs: **$35.00** per form

Design

Includes new design template, two rounds of changes and final layout.
$159.00 per page

Additional rounds of changes: **$50.00/hour**

Ad builds: **$100 per ad flat fee**

Photography: Any additional photography that needs to be purchased will be billed at cost. Photos and costs will be approved by Garibaldi prior to the purchase.

Process

The project process begins with an input meeting with the City of Garibaldi and the MEDIAmerica creative team. The purpose of the input meeting is to understand Garibaldi's goals for the look and feel of the publication including branding guidelines, editorial direction, layout preferences and any other specific parameters the City has for the publication.

The second phase will include a design template presented to the City of Garibaldi which shows the proposed look and feel for the publication. Input from this phase will be incorporated into the final design.

The third phase will be pdfs sent to the City of Garibaldi to review the layout of the entire publication with all copy and photography – two rounds of changes are included at this phase.

The last phase is the final sign-off from the City of Garibaldi to proceed to the printing stage.

Contact Information

For questions about this proposal please contact:
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megank@mediamerica.net