



Midpeninsula Regional
Open Space District

R-12-52
Meeting 12-17
June 13, 2012

AGENDA ITEM 4

AGENDA ITEM

Authorization of the Fourth Purchase Order Amendment and Ratification of the Second and Third Purchase Order Amendments for Graphic Design Services Provided By Mortensen Design

GENERAL MANAGER'S RECOMMENDATION

A handwritten signature in black ink, appearing to be "G.M.", written over the printed text of the recommendation header.

Authorize the General Manager to approve the fourth purchase order amendment and to ratify the second and third purchase order amendments for graphic design services provided by Mortensen Design for continued implementation of the District's (new) logo.

SUMMARY

The District's Public Affairs Department conducted a competitive proposal process in FY2007-08 for graphic design services for creation and implementation of a new District logo and, with the Board's approval, selected Mortensen Design for this work. The April 9, 2008 Agreement for Professional Services between the District and Mortensen Design authorized \$17,700 for implementation of the new District logo under Purchase Order No. 2823. Following three purchase order amendments, the original purchase order is now in excess of \$25,000 and requires Board approval.

DISCUSSION

The Mortensen Design purchase order (PO #2823) for graphic design services to implement the District's (new) logo has been amended three times. The cumulative amount of the original purchase order and amendments, which now totals in excess of \$25,000. An additional amendment to the purchase order for Mortensen Design is needed to complete work for FY2012-13. Accordingly, staff is requesting that the Board approve a fourth purchase order amendment, and ratify the prior second and third amendments.

In December 2008, the second purchase order amendment (totaling \$7,866.50) caused the purchase order to total \$31,249.62. In April 2010, the third purchase order amendment (totaling \$3,145.00) caused the purchase order to total \$34,394.62.

With the Board's approval of the fourth purchase order amendment and ratification of the second and third purchase order amendments, the cumulative amount of the purchase order will total \$36,361.62.

FISCAL IMPACT

Funding for the additional graphic design services provided by Mortensen Design under the fourth purchase order amendment, totaling \$1,967.00, is available in the Public Affairs department FY2012-13 budget.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act. No additional notice is required.

CEQA COMPLIANCE

This proposed action is not a project under the California Environmental Quality Act (CEQA) and no environmental review is required.

NEXT STEPS

Once approved, Public Affairs staff will complete the FY2012-13 work to make additional updates to the District's Identity Guidelines Manual for the District's logo.

Responsible Department Manager:
Rudy Jurgensen, Public Affairs Manager



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