

R-14-09
Meeting 14-03
February 13, 2014

CONSENT ITEM #C2

To: Board of Directors
Open Space Authority

From: Andrea Mackenzie
General Manager

SUBJECT

Approve Contract with Kahana Design for Graphic Design Services.

COST/REVENUE

The total cost of the proposed contract is not-to-exceed \$40,000.

BACKGROUND

An important element of the mission of the Open Space Authority is connecting to the communities it serves. To that end, the Authority offers many opportunities for the public to explore, learn and engage with the agency and with nature. The Open Space Authority is continuing its communications through many print and electronic methods to reach as many members of the community as possible and has used graphic design services for many of these efforts.

Staff prepared a Request for Proposal to fill the need for continued Graphic Design Services. The Authority's informal bidding procedures for contracts under \$75,000 was followed which included posting of a notice inviting bids on the Authority's official website and at the Authority's Administrative Office. The scope of work included the following:

The Graphic Designer will provide graphic design and layout and project management services for projects to include (but not be limited to) the following:

- Tri-fold agency brochure (print/electronic)
- Eight-page newsletter (print/electronic)
- Newspaper/magazine advertisements
- Activities and event fliers (print/electronic)
- Twelve-page legacy publication (print/electronic)
- Invitations (print/electronic)
- Event signage
- Booth materials
- Education materials
- Print and project management

RECOMMENDATION

Approve Contract with Kahana Design for Graphics Design Services.

Prepared by: Patty Eaton, Communications Specialist

Attachments: Resolution 14-04— Approve Contract for Communications and Public Outreach Services with Kahana Design

Santa Clara County Open Space Authority

RESOLUTION 14-04

**A RESOLUTION OF THE GOVERNING BOARD
OF THE SANTA CLARA COUNTY OPEN SPACE AUTHORITY
AUTHORIZING A CONTRACT FOR GRAPHIC DESIGN SERVICES**

WHEREAS, the Authority prepared a request for proposals for graphic design services; and

WHEREAS, two communications service providers submitted a formal proposal ; and

WHEREAS, Staff has determined that Kahana Design is a responsible and qualified bidder; and

WHEREAS, Staff recommends awarding the contract to Kahana Design to provide graphic design services to the Authority.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors hereby authorizes the General Manager to enter into a contract with Kahana Design to provide graphic design services to the Authority.

BE IT FURTHER RESOLVED THAT the General Manager is hereby authorized and directed, on behalf of the Authority and in its name, to execute and deliver such other documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of the above resolution.

PASSED, APPROVED AND ADOPTED this 14th day of February 2014, by the following vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

Mike Potter, Chairperson
Santa Clara County Open Space Authority

APPROVED AS TO FORM:

ATTEST:

William Parkin, Legal Counsel

Lauren Monack, Clerk of the Board