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JOHN F. SZABO
CITY LIBRARIAN

April 14, 2022

LIBRARY RESOLUTION NO. 2022-XX

WHEREAS, On April 14, 2022, the Board of Library Commissioners (Board) approved the First Amendment to the following nine (9) contracts to provide marketing and public relations services:

- 1) Zeesman Communications, Inc., Contract No. 823 (C-134359);
- 2) House47, LLC, Contract No. 824 (C-134669);
- 3) McGregor Shott, Inc., Contract No. 826 (C-134671);
- 4) Perceptiv, Inc., Contract No. 827 (C-134672);
- 5) Finn Partners, Inc., dba Rogers Finn Partners Contract No. 828 (C-134668);
- 6) Trailer Park, Inc., Contract No. 829 (C-134673);
- 7) WeAreGiants, LLC, Contract No. 830 (C-134674);
- 8) Wicked Bionic, LLC, Contract No. 831 (C-134675);
- 9) YesDesignGroup, Inc., Contract No. 832 (C-134676); and,

WHEREAS, On April 14, 2022, the Board found, in accordance with Charter Sections 371(e)(10) and 1022, and Los Angeles Administrative Code Section 10.15(a)(10) that it is more feasible to have the work performed by independent contractors than by City employees and that it would be impractical and impossible to perform a successful competitive bid process in a timely and effective manner because of the COVID-19 pandemic and lack of staff to draft, release and process a Request for Proposals before the contracts expire; and,

WHEREAS, The aforementioned nine (9) contracts will expire at the end of 2022 and beginning of 2023, before a competitive bid process can be prepared, processed, completed and contracts executed; and,

WHEREAS, The Library requires the services of the aforementioned Contractors to provide a wide range of marketing and public relations services, such as: marketing plans; strategic planning and organizational strategies; market research and analysis; message development; communication plans; campaign awareness; coalition building; strategic counsel; branding; build media relations; and, advertising and media buying; and,

WHEREAS, The Marketing and Public Relations Services informs patrons and residents about Library programs, resources and services available, which aligns with the Library's mission to educate, enrich and empower every individual. Through marketing and public relations, Library patrons and residents become familiar with the benefits and values of services available, increasing public awareness of programs and resources, and strengthening community connections to the Library and the City; and,

WHEREAS, Library staff recommends the approval of the First Amendments to extend the terms of the aforementioned contracts for one (1) year with one (1) one-year option to renew and continue with a maximum contract compensation of three-million dollars (\$3,000,000) per fiscal year.

THEREFORE, BE IT RESOLVED, That the Board adopt the recommendations and findings of the City Librarian's Board Report and approves the First Amendments to the nine (9) aforementioned contracts to increase the term by one (1) year with one (1) one-year option to renew at the sole discretion of the City Librarian, or designee, to ensure the ability of the Library to obtain marketing and public relations services is uninterrupted; and,

FURTHER RESOLVED, That the City Librarian and City Attorney are authorized to make any technical changes, if needed, to the aforementioned nine (9) First Amendments; and,

FURTHER RESOLVED, That the Board President is authorized to execute the aforementioned nine (9) First Amendments upon the approval of the Mayor and City Council.

This is a true copy:

Raquel M. Borden
Board Executive Assistant

Adopted by the following votes:

AYES:
NOES:
ABSENT: