



# MARIPOSA COUNTY

Human Services • (209) 966-2000



## **RESOLUTION - ACTION REQUESTED 2016-407**

MEETING: August 2, 2016

TO: The Board of Supervisors

FROM: Chevon Kothari, Human Services Director

RE: Agreement with Lawson Studios to Provide Outreach and Engagement Services

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### **RECOMMENDATION AND JUSTIFICATION:**

Approve an Agreement with Lawson Studios to provide Outreach and Engagement Services for Mariposa County Human Services in an amount not to exceed \$20,000; and authorize the Board of Supervisors Chair to sign the Agreement.

Lawson Studios will guide and assist Mariposa County Human Services (MCHS) in outreach and engagement to Mariposa County residents for the purpose of increasing awareness about services and issues facing the community; decreasing the stigmas surrounding poverty, mental illness, homelessness, etc.; and encouraging participation in services, when appropriate.

Outreach and engagement efforts will be part of a marketing plan including activities such as: design of materials, a social media plan, and a Facebook page; creation of articles, Professional Service Agreements, written materials, brochures, etc. The marketing plan will include coordination with the high school multi-media class to create short videos and other tasks based on the plan and with the agreement of contractor, MCHS, and the school district.

### **BACKGROUND AND HISTORY OF BOARD ACTIONS:**

The Board approved a previous Agreement with Lawson Studios on September 15, 2015 by Resolution 2015-439.

### **ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Human Services will not have the benefit of these professional services to increase community awareness and utilization of our available services.

### **FINANCIAL IMPACT:**

**The contract amount is included in the FY16/17 budget for the Human Services Administration Budget. There is no impact to the General Fund.**

### **ATTACHMENTS:**

**Lawson Studios Contract 2017 (DOCX)**

**Lawson Studios- Exhibit A 2017 (DOCX)**

### **CAO RECOMMENDATION**

Requested Action Recommended

  
Mary Hodson, CAO 7/20/2016

**RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]**

**MOVER:** Kevin Cann, District IV Supervisor

**SECONDER:** Merlin Jones, District II Supervisor

**AYES:** Smallcombe, Jones, Long, Cann, Carrier