



MARIPOSA COUNTY

Administration/Community Development • 966-3222



RESOLUTION - ACTION REQUESTED 2019-295

MEETING: June 4, 2019
TO: The Board of Supervisors
FROM: Dallin Kimble, County Administrative Officer
RE: Yogg, LLC Amendment to Contract for Services

RECOMMENDED ACTION AND JUSTIFICATION:

Approve the First Amendment to the Contract for Services with Yogg, LLC to Conduct a Branding Project by Increasing Compensation to Include Additional Project and Travel Reimbursement; and Authorize the Board of Supervisors Chair to Sign the Amendment

yogg, LLC was awarded a contract for services on July 10, 2018. The contract included a specific scope of work. As the work progressed, it was recognized that the existing county logo was used in a variety of formats and was never adopted by the Board of Supervisors as the official county seal. The new task will be to present an official county seal to the Board for adoption, in addition to the new branding work, along with a set of style guidelines that will explain usage and graphic requirements. The contract amendment also includes reimbursement for a trip to Mariposa to present the new brand.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

July 10, 2018: The Board of Supervisors awarded a Contract for Services to yogg, LLC to conduct a branding project, and authorized the chair to sign the contract.

October 23, 2018: The Board of Supervisors adopted a resolution to establish the Place Branding Advisory Committee.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve the amendment. The work to establish an official seal and travel to Mariposa to present the new brand may not take place.

FINANCIAL IMPACT:

Sufficient funding has been included in the Economic Development Budget for 2018-19 .

ATTACHMENTS:

amendment to services_yogg_final (DOC)
Signed Agreement_2018-311 (PDF)

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RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey