



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)

Resolution - Action Requested 2019-295

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey

FIRST AMENDMENT TO CONTRACT FOR SERVICES

THIS FIRST AMENDMENT TO CONTRACT FOR SERVICES is made and entered into this 7th day of May, 2019, by and between the County of Mariposa, a political subdivision of the State of California, hereinafter referred to as “**County**”, and yogg, LLC, hereinafter referred to as “**Contractor**”.

WHEREAS, **County** and **Contractor** have heretofore entered into a Contract dated July 13, 2018, wherein **Contractor** agreed to provide marketing services; and

WHEREAS, **County** and **Contractor** desire to amend said Contract to include presentation to the Board of Supervisors and the establishment of a County seal consistent with other branding efforts; and

WHEREAS, expanding the scope of work justifies a modest change to the compensation to be provided to **Contractor**;

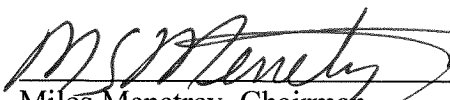
NOW, THEREFORE, the parties hereto in consideration of the mutual covenants herein recited, hereby agree as follows:

1. Paragraph 3.A, “WORK”, is hereby amended to include “County Seal Consolidation” and “Presentation to the Board” tasks as described in the First Amended Exhibit A attached hereto.
2. Paragraph 5.B, “PAYMENT TERMS”, is hereby amended to provide payment to Contractor of \$3,200 for additional services, for a total amended amount of \$55,250.

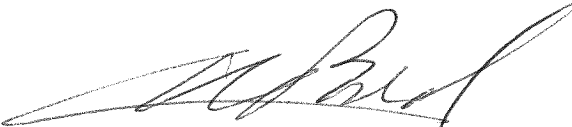
IN WITNESS WHEREOF, the parties have caused this Amendment to be executed on the date first above written.

COUNTY OF MARIPOSA:

yogg, LLC:



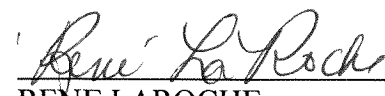
 Miles Menetrey, Chairman
 Mariposa County Board of Supervisors



 Adam Mead, principal

ATTEST:

APPROVED AS TO FORM:



 RENE LAROCHE
 Clerk of the Board



 STEVEN W. DAHLEM
 County Counsel

Exhibit A
SCOPE OF WORK

The Scope-of-Work in this Contract outlines in detail the Work agreed upon to be performed by Consultant for the designated price. In summary, Consultant agrees to assist the Client with:

- a. Phase 1 Research – Brand Awareness and Perception
 - i. Online panelist survey
 - ii. Telephone Survey
 - iii. 400 Residents of California
 - iv. 400 Residents of San Francisco
- b. Phase 1 Brand Narrative To Define:
 - i. Tone of the brand
 - ii. Positioning
 - iii. Greatest brand assets
 - iv. Target audience
 - v. Vision board
 - vi. Recommendations for brand implementation and measurement
- c. Logo Development
 - i. 3 initial options
 - ii. 3 rounds of free revisions to select one final logo
 - iii. Additional rounds of revisions or concepts will be quoted as additional cost and will require approval by Client
- d. Tagline Development
 - i. 5-7 initial ideas presented to Client
 - ii. 2 rounds of free revisions are available if necessary
 - iii. Client will select 1 final tagline to be used
- e. Brand Standards Manual
 - i. 8 page PDF with guidelines on usage of logo, fonts, colors etc.
- f. County Seal Consolidation
 - i. Address color, typeface and content.
 - ii. Consider and address, content of the seal, working to incorporate some of the new branding work that has been recommended, and offer several options.
 - iii. Create a template, and a style guide for the use of various departments so that any necessary deviations would fit into a format, including stationery and business cards.
- g. Presentation to the Board
 - i. Present brand, logo, taglines and County seal recommendations to the Board of Supervisors in a regular meeting to be held prior to the end of the term of this Agreement