



# RESOLUTION No. 23-317

## OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

### RESOLUTION APPROVING CONTRACT AMENDMENT NO. 1 BETWEEN THE COUNTY OF NEVADA AND LOCAL FRESHIES TO ADMINISTER THE "GO NEVADA COUNTY MARKETING CAMPAIGN," INCREASING THE CONTRACT AMOUNT BY \$50,000 FOR A MAXIMUM CONTRACT NOT TO EXCEED AMOUNT OF \$125,000 AND EXTENDING THE CONTRACT THROUGH JUNE 30, 2024

WHEREAS, part of Nevada County's economic development strategy is to support our small business, outdoor recreation, and tourism sectors. To this end, the County has funded the "Go Nevada County" tourism website ([www.GoNevadaCounty.com](http://www.GoNevadaCounty.com)); and

WHEREAS, on October 21, 2021, the Purchasing Department, on behalf of the CEO's Office, initiated the RFP process. The County received four qualified applications. The evaluation panel unanimously supported Local Freshies due to their experience; and

WHEREAS, on December 17, 2021, County staff issued a notice of intent to award the Go Nevada County Marketing Campaign, pending Board approval, to Local Freshies® with supporting web development provided by Hatchback Creative; and

WHEREAS, on January 11, 2022, the Board of Supervisors approved Resolution 22-017, which authorized a contract between the County of Nevada and Local Freshies to administer the Go Nevada County Marketing Campaign on behalf of the County of Nevada in the amount of \$75,000 for 18 months; and

WHEREAS, Go Nevada County Marketing Campaign is underway, the parties desire to increase the contract amount by \$50,000 and extend the term of the contract from June 30, 2023, to June 30, 2024; and

WHEREAS, the contract amendment is contingent upon the adoption of the Fiscal Year 2023/24 County Budget; and

WHEREAS, the funds are in the Economic Development Budget 0101-10902-321-1000/521520.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Nevada, State of California, hereby:

1. Approves the contract amendment through June 30, 2024, for a not to exceed \$125,000.
2. Authorizes the Chair of the Board of Supervisors to execute the Contract on behalf of the County of Nevada.
3. Directs the Auditor-Controller to encumber the contract in the Economic Development budget: 0101-10902-321-1000 / 521520 \$50,000

PASSED AND ADOPTED by the Board of Supervisors of the County of Nevada at a regular meeting of said Board, held on the 27<sup>th</sup> day of June, 2023, by the following vote of said Board:

Ayes: Supervisors Heidi Hall, Edward C. Scofield, Lisa Swarthout, Susan Hoek and Hardy Bullock.

Noes: None.

Absent: None.

Abstain: None.

ATTEST:

JULIE PATTERSON HUNTER  
Clerk of the Board of Supervisors

By: 

6/27/2023 cc: CDA\*  
AC\* (Hold)  
LF\*

  
Edward C. Scofield, Chair

7/03/2023 cc: CDA\*  
AC\*(Release)

## AMENDMENT NO. 1 TO CONTRACT WITH LOCAL FRESHIES

**THIS AMENDMENT** is executed this 27<sup>th</sup> day of June, 2023 by and between LOCAL FRESHIES and COUNTY OF NEVADA. Said Amendment will amend the prior agreement between the parties entitled to administer the "Go Nevada County Marketing Campaign" in the maximum contract amount of \$75,000 executed on January 11<sup>th</sup> 2022 by Resolution No. 22-017.

**WHEREAS**, the parties desire to amend their agreement to provide for an additional year of service and in the amount of \$50,000, for a revised, not to exceed, contract amount of \$125,000 through June 30, 2024; and


**NOW, THEREFORE**, the parties hereto agree as follows:

1. This amendment shall be effective as of June 27, 2023.
2. This amendment shall extend the contract termination date from June 30, 2023, to June 30, 2024.
3. This amendment shall increase the contracts not to exceed amount to \$125,000.
4. That in all other respects the prior agreement of the parties [*as previously amended*] shall remain in full force and effect except as amended herein.

APPROVED AS TO FORM:  
COUNTY COUNSEL

By:   
By: Kit Elliott (Jun 30, 2023 15:33 PDT)

COUNTY OF NEVADA

By:   
Honorable Edward C. Scofield  
Chair of the Board of Supervisors

ATTEST:

By:   
Julie Patterson Hunter  
Clerk of the Board of Supervisors

CONTRACTOR:

By:   
By: Alex Silgalis (Jun 30, 2023 10:16 PDT)