



RESOLUTION No. 25-288

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION APPROVING CONTRACT AMENDMENT NO. 3 BETWEEN THE COUNTY OF NEVADA AND LOCAL FRESHIES TO ADMINISTER THE "GO NEVADA COUNTY MARKETING CAMPAIGN," INCREASING THE ANNUAL CONTRACT AMOUNT BY \$50,000 FOR A MAXIMUM NOT TO EXCEED AMOUNT OF \$225,000 AND EXTENDING THE CONTRACT THROUGH JUNE 30, 2026

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); 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, on June 27, 2023, the Board of Supervisors approved Resolution 23-317, which approved Amendment No. 1 increasing the contract amount \$50,000 and not to exceed \$125,000 through June 30, 2024; and

WHEREAS, on June 25, 2024, the Board of Supervisors approved Resolution 24-342, which approved Amendment No. 2, increasing the contract amount \$50,000 and not to exceed \$175,000 through June 30, 2025; and

WHEREAS, Go Nevada County Marketing Campaign is underway, the parties desire to extend the term of the contract from June 30, 2025, to June 30, 2026; and

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

WHEREAS, the Contract is contingent upon the adoption of the FY2025/26 County Budget; and

WHEREAS, the Contract begins on July 1, 2025.

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

Approves the Contract Amendment No. 3 through June 30, 2026, for \$50,000 for a maximum contract not to exceed \$225,000; and

Authorizes the Chair of the Board of Supervisors to approve the Contract Amendment on behalf of the County of Nevada; and

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 24th day of June 2025, by the following vote of said Board:

Ayes: Supervisors Heidi Hall, Robb Tucker, Lisa Swarthout, Susan Hoek, and Hardy Bullock.

Noes: None.

Absent: None.

Abstain: None.

Recuse: None.

ATTEST:

TINE MATHIASSEN
Chief Deputy Clerk of the Board of Supervisors

By: Lauriana Cecchi

Heidi Hall
Heidi Hall, Chair

AMENDMENT NO. 3 TO CONTRACT WITH LOCAL FRESHIES

THIS AMENDMENT is executed this 24th day of June, 2025, 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 amount of \$75,000 executed on January 11th, 2022 by Resolution No. 22-017, which was subsequently amended on June 27, 2023, for a not to exceed amount of \$125,000 by Resolution 23-317, and further amended on June 25, 2024 for a not to exceed amount of \$175,000 by Resolution 24-342.

WHEREAS, the parties desire to amend their agreement to extend the Professional Services Agreement through June 30, 2026; and

WHEREAS, the agreement will provide services in the amount of \$50,000, for a revised, not to exceed, contract amount of \$225,000; and

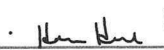
NOW, THEREFORE, the parties hereto agree as follows:

1. This amendment shall be effective as of July 1, 2025.
2. This amendment shall extend the contract termination date from June 30, 2025, to June 30, 2026.
3. This amendment shall increase the contract by \$50,000 for a new not to exceed amount of \$225,000.
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: 
Heidi Hall (07/14/2025 15:00 PDT)

COUNTY OF NEVADA

By: 
Honorable Heidi Hall
Chair, of the Board of Supervisors

ATTEST:

By: 
Tine Mathiasen
Clerk of the Board of Supervisors

CONTRACTOR:

By: 
Alex Silgalis (05/25/2025 12:11 PDT)