



**NEVADA COUNTY BOARD OF  
SUPERVISORS  
Board Agenda Memo**

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**MEETING DATE:** June 9, 2026

**TO:** Board of Supervisors

**FROM:** **Alex Keeble-Toll – Director of Emergency Services**

**SUBJECT:** Resolution approving the contract between Anabella Funk and Nevada County Office of Emergency Services for a not to exceed amount of \$135,000.00 for use during the period July 1, 2026 and June 30, 2027 for Office of Emergency Services Public Relations Officer, authorizing the Director of Emergency Services to execute the contract and authorizing the Purchasing Agent to execute amendments to the contract for necessary extensions of time and/or contingency allowance up to 10% (\$13,500), contingent on the adoption of the fiscal year 2026/27 County budget.

**RECOMMENDATION:** Adopt the attached Resolution, contingent on the adoption of the fiscal year 2026/27 County budget.

**FUNDING:** This contract will be paid from the Office of Emergency Services and has been included in the proposed Fiscal Year 2026/27 budget. This contract is contingent on the adoption of the fiscal year 2026/27 County budget.

**BACKGROUND:** The Office of Emergency Services (OES) contracted with Anabella Funk as the OES Public Relations Officer (PRO) on December 27, 2023 (PESR4860). The purpose of this contract was to support OES in pushing out “all-hazards” communication, to increase community literacy around concepts of wildfire mitigation, and to build understanding of project activities, objectives, and timelines. These goals are accomplished through management of the OES social media accounts, development of website content strategy and storytelling features (Ready Nevada County), maintenance of OES Project Pages, development and deployment of timely press releases, creation of new outreach materials (including video campaigns and educational trailers), coordination and design of the Ready Set Go Handbook, coordination of cross-agency communications with partners including CAL FIRE and the U.S. Forest Service to ensure consistent, timely, and effective public messaging, and the execution of special events and projects.

In December of 2024, OES executed a new 6-month contract, increasing the number of

hours worked by the Public Relations Officer on a weekly basis to account for increased need due to project volume (Res. 24-639). 6-month contracts were renewed again in June of 2025 (Res. 25-304) and in December of 2025 (Res. 25-581).

The innovative approach of the OES Public Relations Officer (PRO) continues to elevate Nevada County's emergency preparedness and public information efforts. The California Association of Public Information Officials (CAPIO) recognized the Ready Nevada County campaign with a 2025 Excellence in Public Information and Communications (EPIC) Award in the Video Production – Marketing Series category, selected among 108 statewide finalists. CAPIO represents more than 800 public sector communicators across California.

Over the past year, the OES PRO has led countywide public affairs campaigns and digital communications strategy serving residents. Key accomplishments include the design and distribution of the Wildfire Readiness Handbook to over 102,000 households, development of the county's Ready Nevada County brand and messaging platform, and execution of multi-channel campaigns including the Free Community Green Waste program and seasonal preparedness initiatives. Additionally, the OES PRO created wildfire preparedness webpages and the Nevada County Alerts logo and webpage.

Currently, OES wishes to execute a new twelve-month contract to continue services at the same level. This is a no rate increase contract.

**Item Initiated by:** Corinne Benson, Administrative Analyst II

**Approved by:** Alex Keeble-Toll, Director of Emergency Services