

**TO:** City Council  
**FROM:** James L. App, City Manager  
**SUBJECT:** Marketing Contracts – Council Committee  
**DATE:** March 15, 2011

---

**NEEDS:** For the City Council to consider establishing an ad hoc committee(s) to develop new marketing contracts with Wine Country Alliance, Chamber of Commerce, & Main Street.

- FACTS:**
1. Current marketing contracts expire June 30, 2011.
  2. City Council directed a 25% reduction in marketing contract commitments for the fiscal/contract year beginning July 1, 2011.
  3. City Councilmember involvement in developing revised scopes of work and contracts is requested.

**ANALYSIS &**

**CONCLUSION:** Establishing revised scopes of services would benefit from Councilmember participation. It is important to understand and properly scope the modifications to public relations (PRWCA), visitor center services (Chamber), and downtown promotion (Main Street).

**POLICY**

**REFERENCE:** Marketing Contracts; City Council directive to reduce contract costs.

**FISCAL**

**IMPACT:** Contract reductions total \$65,000 for Fiscal Year 2012.

- OPTIONS:**
- A. Establish ad hoc committee(s).
  - B. Amend, Modify or Reject the Option Above.