

RESOLUTION NO. 14-099

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR PROFESSIONAL
SERVICE CONTRACT WITH THE PASO ROBLES CHAMBER OF COMMERCE FOR VISITOR
CENTER SERVICES FOR FY 2014/15

WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries; and

WHEREAS, the City currently contracts with the Paso Robles Chamber of Commerce for the operation of Visitor Center to provide for hospitality and visitor support per the City's Marketing Plan; and

WHEREAS, their current service contract is scheduled to expire on June 30, 2014; and

WHEREAS, the Chamber of Commerce submitted a contract renewal request that proposed a 25% funding increase with the same scope of services for Fiscal Year 2014/15; and

WHEREAS, the City Council liaison committee met with representatives of the Chamber of Commerce to discuss terms for the proposed FY 2014/15 visitor center contract; and

WHEREAS, until there is a sustained pattern of financial recovery and restoration of other key public services, the focus of contract renewal is: a) a one year term; b) provision of same level of services; and c) no change in contract costs from previous year; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2014/15.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with the Paso Robles Chamber of Commerce for Visitor Center Services in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 1st day of July 2014 by the following vote:

AYES: Martin, Strong, Hamon, Steinbeck, Picanco

NOES:

ABSENT:

ABSTAIN:

ATTEST:


Caryn Jackson, Deputy City Clerk


Duane Picanco, Mayor