



Memorandum

**TO: Board of Administration for the
Police and Fire Department Retirement
Plan.**

FROM: Barbara Hayman

**SUBJECT: Second Amendment to Agreement with
Marty Boyer, Board Communication
Consultant**

Date: April 26, 2021

APPROVED: *Roberto L. Pena*

DATE: April 28, 2021

RECOMMENDATION

Discussion and Action on authorizing the CEO to negotiate and execute a second amendment to the agreement with Marty Boyer, Communications Advantage, to extend the term of the Agreement through June 30, 2022 and increase the maximum compensation payable under the Agreement by \$25,000 to \$75,000.

BACKGROUND

As part of the Fiscal Year 2019/2020 budget, the Board approved a request for a Communication Consultant in the amount of \$25,000, to meet their goal of increasing communication and engagement with active and retired members using a variety of traditional and new media tools. Subsequently, the CEO negotiated and executed a one year agreement with Marty Boyer, Communications Advantage, for an amount not to exceed \$25,000.

In July 2020 the CEO extended the term of the agreement by one year to June 30, 2021 and increased the maximum compensation payable under the Agreement by \$25,000 to \$50,000.

ANALYSIS

Per the Boards policy regarding roles in vendor selection, the CEO is authorized to enter into a contract up to \$50,000 in value over the term of the contract. Any contract above this amount requires Board approval. Board approval is also required for any contracts that would result in a cumulative contract value with a single vendor above \$50,000 over two consecutive fiscal years.

Given the cumulative contract value of the agreement with Marty Boyer, Communications Advantage, for communication consulting services will be in excess of \$50,000 over two consecutive fiscal years, Board approval is required. To date, the amount invoiced under the contracts is well below the approved limit, however to accommodate planned activates, including the launch of social media,

additional budget is being requested for the upcoming year. Staff recommends authorizing the CEO to negotiate and execute a second amendment to the contract between the Board of Administration and Marty Boyer, Communication Advantage to extend the term of the agreement by one year to June 30 2022 and increase the maximum compensation payable under the Agreement by \$25,000 to \$75,000.

Barbara Hayman

Barbara Hayman
Deputy Director
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