



MARIPOSA COUNTY

Human Services • (209) 966-2000



RESOLUTION - ACTION REQUESTED 2015-439

MEETING: September 15, 2015

TO: The Board of Supervisors

FROM: Chevon Kothari, Human Services Director

RE: Agreement with Lawson Studios to Provide Outreach and Engagement Services

RECOMMENDATION AND JUSTIFICATION:

Approve an Agreement with Lawson Studios to provide Outreach and Engagement Services for Mariposa County Human Services in an amount not to exceed \$20,000, and authorize the Board of Supervisors Chair to sign the Agreement.

Lawson Studios will guide and assist Mariposa County Human Services (MCHS) in creating a "marketing plan" for outreach and engagement of Mariposa County residents for the purpose of increasing awareness about services and issues facing the community; decreasing stigma surrounding poverty, mental illness, homelessness, etc.; and encouraging participation in services, when appropriate.

The Marketing Plan activities may include: design of materials, a Social Media Plan, and a Facebook Page; creation of articles, Professional Service Agreements, written materials, brochures, etc. The Marketing Plan will include coordination with the High School Multi-media class to create short videos and other tasks based on the Plan and with agreement of contractor, MCHS, and the school district.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

This is a new Agreement with Lawson Studios.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

MCHS will not have the benefit of these professional services to increase community awareness and utilization of our available services.

FINANCIAL IMPACT:

The contract amount is included in the FY15/16 budget for the Human Services Administration Budget. There is no impact to the General Fund.

ATTACHMENTS:

Lawson Studios Contract 2016 (DOCX)

Lawson Studios- Exhibit A 2016 (DOCX)

CAO RECOMMENDATION

Requested Action Recommended

Mary Hodson

Mary Hodson, CAO

9/10/2015

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Rosemarie Smallcombe, District I Supervisor

SECONDER: Marshall Long, District III Supervisor

AYES: Smallcombe, Jones, Long, Cann, Carrier