

AMENDMENT #1 TO THE CITY OF ST. HELENA – ST. HELENA CHAMBER OF COMMERCE AGREEMENT 2015-2017 AGREEMENT BETWEEN THE CITY OF ST. HELENA AND THE ST. HELENA CHAMBER OF COMMERCE

RECITALS

- A. Pursuant to the terms of the written Agreement between City of St. Helena (“City”) and the St. Helena Chamber of Commerce (“Chamber”), approved on July 14, 2015 by Resolution 2015-74, the City entered into a two-year Marketing and Promotional Services Agreement (“Agreement”) with the St. Helena Chamber of Commerce (Chamber) for professional services in connection with marketing and promotional services not to exceed \$210,000.00 per year; and
- B. The Chamber of Commerce will dedicate efforts and allocate 14% (\$30,000) of the contracted \$210,000 to improve community relations by continuing our current community building activities including, Musical Picnics, Earth Day and implementing a holiday season in St. Helena; and
- C. The Chamber will explore and expand Celebrate St Helena along with possible future events or initiatives to appeal to a wider local and visitor audience with themes, additional community service awards, and activities to help build comradery and promote St. Helena; and
- D. The Chamber will continue to provide assistance and support to City community events including but not limited to the Hometown Harvest Festival and the 4th of July Fireworks; and
- E. City and Chamber desire to amend the Agreement to provide an additional one-year of marketing and promotional services as outlined in Exhibit A – Scope of Services and in the original agreement dated July 14, 2017.

AGREEMENT

- 1. This Amendment #1 to the Agreement (a) extending the term of the Agreement through June 30, 2018 and (b) authorizing an additional amount of \$210,000.00 for marketing and promotion services is hereby approved; and
- 2. The total amount of funding authorized under this Amendment #1 shall not exceed \$210,000.00 for Fiscal Year 2017/18; and
- 3. In all other respects the terms of the Agreement shall remain in effect.

IN WITNESS WHEREOF, the parties hereto have accepted, made, and executed this Agreement upon the terms, conditions, and provisions above stated, the day and year first above written.

Consultant:

City:

By: _____

Title: _____


Pres. FCEO

By: _____

Title: City Manager


Mark Prestwich

Approved as to Form:

By: _____

Name: Thomas B. Brown

Title: City Attorney



CITY OF ST. HELENA

RESOLUTION NO. 2017-78

APPROVING AMENDMENT #1 TO THE MARKETING AND PROMOTIONAL SERVICES AGREEMENT BETWEEN THE CITY OF ST. HELENA AND THE ST. HELENA CHAMBER OF COMMERCE

RECITALS

- A. The City desires to continue working with the St. Helena Chamber of Commerce by investing funding to market and promote St. Helena as a desirable tourist destination choice; and
- B. California Government Code Section 37110 provides the City with authorization to spend money from the general fund to, among other things, promote the City; and
- C. The St. Helena Chamber of Commerce represents it is recognized by the Internal Revenue Service as a Section 501[c][6] nonprofit organization; and
- D. The St. Helena Chamber of Commerce represents it is directed by an elected Board of Directors from the local business community with a professional staff and is organized and equipped to carry on promotional and marketing activities on behalf of the City.

RESOLUTION

NOW, THEREFORE, the City Council of the City of St. Helena resolves as follows:

- 1. The City Council approves Amendment #1, a one-year extension of the Agreement with the St. Helena Chamber of Commerce for a total not to exceed amount of \$210,000.00 for Fiscal Year 2017/18; and
- 2. An annual review of the Scope of Services and Budget for Fiscal Year 2017/18 will be done during the Fiscal Year 2018/19 budget process; and
- 3. The City Council authorizes the City Manager to execute Amendment #1 to the agreement on behalf of the City.

Approved at a Regular Meeting of the St. Helena City Council on June 13, 2017 by the following vote:

Mayor Galbraith: Yes

Vice Mayor White: Yes

Councilmember Dohring: Yes

Councilmember Koberstein: Yes

Councilmember Ellsworth: Yes

APPROVED:


Alan Galbraith, Mayor

ATTEST:


Cindy Black, City Clerk

