

DATE: September 27, 2005

TO: Mayor and City Council Members

FROM: Administrative Services

SUBJECT: **RESOLUTION NO. 7676 - A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH THE DANA GROUP FOR GRAPHICS AND TYPESETTING OF THE CITY OF FOLSOM NEWSLETTER**

BACKGROUND / ISSUE

In its ninth year of publication, the *City of Folsom Newsletter* has become an effective and popular communication device within the community. Since the newsletter's inception, the City has utilized the Dana Group to provide graphics and typesetting service. The Dana Group and the newsletter's author have worked closely to produce this excellent publication. The City will continue to publish the *City of Folsom Newsletter* monthly with the exception of the summer issue, where June and July are combined, and the winter issue, where December and January are combined.

Staff proposes to contract with Ms. Linda Holderness to continue producing the *City of Folsom Newsletter* for a three-year period from July 1, 2005 through June 30, 2008. This action is scheduled for the October 11, 2005, City Council meeting under a separate cover. As graphics and typesetting is an integral portion of the newsletter publishing process, staff is proposing to contract with Dana Group for the same period.

POLICY / RULE

Section 2.36.080, Award of Contracts of the Folsom Municipal Code states, in part, that contracts for supplies, equipment, services, and construction with an estimated value of \$41,750 or greater shall be awarded by the City Council.

ANALYSIS

The *City of Folsom Newsletter* is a popular source of useful and interesting information for residents. The newsletter enables the City to communicate directly to each household and to foster a greater sense of community awareness. The Dana Group's graphics and typesetting service is key to the production of the *City of Folsom Newsletter*. The Dana Group has a good working relationship with the newsletter author, Ms. Holderness. Both the City and Ms. Holderness have been pleased with the previous service provided by the Dana Group. The agreement with the Dana Group will be in a form acceptable to the City Attorney.

FINANCIAL IMPACT

The cost of the graphics and typesetting service is calculated on an issue-by-issue basis, depending on the content of each edition. While staff anticipates the annual expense to be approximately \$62,000, the exact amount is difficult to state. Adequate funds for this effort have been budgeted in the fiscal year 2005-2006 budget.

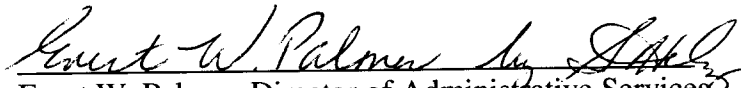
ATTACHMENT

Resolution No.7676 - A Resolution Authorizing the City Manager to Execute an Agreement with the Dana Group for Graphics and Typesetting of the *City of Folsom Newsletter*.

RECOMMENDATION/CITY COUNCIL ACTION

Staff recommends that the City Council pass and adopt Resolution No. 7676 - A Resolution Authorizing the City Manager to Execute an Agreement with the Dana Group for Graphics and Typesetting of the *City of Folsom Newsletter*.

Respectfully submitted,


Evert W. Palmer, Director of Administrative Services

RESOLUTION NO. 7676

A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH THE DANA GROUP FOR GRAPHICS AND TYPESETTING OF THE *CITY OF FOLSOM NEWSLETTER*

WHEREAS, Section 2.36.080 of the Folsom Municipal Code provides that all contracts over \$41,750 be awarded by the City Council; and,

WHEREAS, the *City of Folsom Newsletter* is a popular source of useful and interesting information for the residents; and

WHEREAS, the Dana Group's graphics and typesetting service is key to the production of the *City of Folsom Newsletter*; and

WHEREAS, the City has worked closely with the Dana Group since the *City of Folsom Newsletter's* inception in 1997; and

WHEREAS, the City desires to have the Dana Group continue this service through June 30, 2008; and

WHEREAS, the fiscal year 2005-2006 budget includes the necessary funding to support this service:

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Folsom that the City Manager is hereby authorized to execute an agreement with the Dana Group for graphics and typesetting in the production of the *City of Folsom Newsletter*.

PASSED AND ADOPTED this 11th day of October 2005, by the following roll call vote:

AYES: Council Member(s)

NOES: Council Member(s)

ABSENT: Council Member(s)

ABSTAIN: Council Member(s)

Stephen E. Miklos, MAYOR

ATTEST:

Christa Schmidt, CITY CLERK