

DRAFT

RESOLUTION 20xx-xxx

RESOLUTION SELECTING AND AUTHORIZING THREE-YEAR AGREEMENTS WITH KATZ & ASSOCIATES, INC.; MOORE IACOFANO GOLTSMAN, INC.; NUFFER, SMITH, TUCKER, INC.; AND SOUTHWEST STRATEGIES, LLC FOR AS-NEEDED STRATEGIC COMMUNICATIONS CONSULTING SERVICES FOR AN AGGREGATE AMOUNT NOT TO EXCEED \$700,000 BEGINNING ON JANUARY 1, 2020 AND ENDING DECEMBER 31, 2022. FUNDS FOR FISCAL YEAR 2020 HAVE BEEN BUDGETED. FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH FISCAL YEAR BUDGET.

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1, (Port Act); and

WHEREAS, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials, and equipment, and grants; and

WHEREAS, this resolution will authorize as-needed agreements for Strategic Communications Consulting Services; and

WHEREAS, the Marketing & Communications Department uses the services of professional consulting firms to provide advanced skills and to supplement the services of the in-house resources utilizing best practices for citizen engagement, strategic marketing, public outreach, public information and stakeholder relations; and

WHEREAS, these services are needed by the District to provide counsel on an as-needed and per-project basis in various areas related to public initiatives and issues, events, maritime and industrial projects, real estate development, environmental stewardship, public access and parks; and

WHEREAS, each agreement is for a three-year period and the aggregate total of all agreements will not exceed \$700,000.

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WHEREAS, pursuant to BPC Policy No. 110, the District issued a Request for Qualifications (RFQ) on August 20, 2019; and

WHEREAS, the District received seven submittals, of which all were deemed responsive, interviewed five firms, and selected four firms: Katz & Associates, Inc.; Nuffer, Smith, Tucker, Inc.; Moore Iacofano Goltsman, Inc.; and Southwest Strategies, LLC.

NOW, THEREFORE, BE IT RESOLVED by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

The Executive Director or her designated representative is hereby authorized and directed on behalf of the San Diego Unified Port District to enter into three-year agreements with Katz & Associates, Inc.; Nuffer, Smith, Tucker, Inc.; Moore Iacofano Goltsman, Inc.; and Southwest Strategies, LLC, for as-needed Strategic Communications Consulting Services for an aggregate amount not to exceed \$700,000.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL

By: Assistant/Deputy

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 10th day of December 2019, by the following vote: