

MEMORANDUM

PLACER COUNTY AGRICULTURE DEPARTMENT

TO: Honorable Board of Supervisors

FROM: Joshua P. Huntsinger, Agricultural Commissioner/Sealer *clerk for JPH*

DATE: July 7, 2015

SUBJECT: Authorize the Agricultural Commissioner/Sealer to sign an Agricultural Marketing contract with Merlot Marketing for Agricultural Marketing Services from July 1, 2015 to June 30, 2016 in the amount of \$107,996.00.

ACTION REQUESTED

Adopt a resolution authorizing the Placer County Agricultural Commissioner/Sealer to sign an Agricultural Marketing contract with Merlot Marketing for Agricultural Marketing Services from July 1, 2015 to June 30, 2016 in the amount of \$107,996.00.

BACKGROUND

Placer County General Plan Goal 7.C.1 is "To protect and enhance the economic viability of Placer County's agricultural operations." Historically, one of the ways that Placer County has supported the economic viability of agriculture is through the county's successful Agricultural Marketing Program. This program was first instituted in 2001. Merlot Marketing of Sacramento was first hired in 2012 as the county's agricultural marketing contractor to perform a comprehensive PR and Social Media program to promote Placer County's farms and ranches under the PlacerGROWN brand. Since that time, Merlot has built a strong presence for the PlacerGROWN brand via frequent coverage by local media including radio, television, and print media. Additionally, Merlot has built PlacerGROWN's social media reach by more than ten-fold, and continues to grow the brand following through Facebook, Twitter, and Pinterest.

This contract with Merlot Marketing is consistent with the county's commitment to further its stated goals regarding support for agriculture, as well as open space and economic development. The Agriculture Department has worked closely with Merlot Marketing over the past 40 months, and strongly supports renewing their contract for an additional 12 months.

ENVIRONMENTAL

This activity does not qualify as a project under the California Environmental Quality Act (CEQA).

FISCAL IMPACT

This contract represents \$107,996.00 for FY 2015-16. \$99,996.00 is included in the Agricultural Department's approved proposed budget. An additional \$8,000.00 will be added to the final budget with no new net county cost.

Attachment 1 – Resolution

Contract available for Review at Clerk of the Board

Before the Board of Supervisors County of Placer, State of California

In the matter of:

Resol. No: _____

A RESOLUTION APPROVING THE MERLOT
MARKETING CONTRACT IN THE AMOUNT OF
\$107,996.00 FOR FISCAL YEAR 2015-16 AND
AUTHORIZING THE AGRICULTURAL
COMMISSIONER TO SIGN THE CONTRACT

The following Resolution was duly passed by the Board of Supervisors of the County of Placer
at a regular meeting held on _____ by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its
passage.

Chairman, Board of Supervisors

Attest:
Clerk of said Board

WHEREAS, Placer County's stated policy goals include promoting a robust and diverse economy along with the preservation of open space for all to enjoy and,

WHEREAS, Placer County's farmers and ranchers contribute to the economy by buying local goods and services, employing workers, and paying taxes and,

WHEREAS, Placer County's farmers and ranchers preserve and maintain open space through the working landscapes that they farm and ranch and,

WHEREAS, Placer County's Board of Supervisors has directed the Agricultural Commissioner to execute an effective agricultural marketing program in order to enhance the sales and profitability of Placer County's farmers and ranchers and,

WHEREAS, Merlot Marketing has proven to be an effective organization with a stellar track record of providing quality PR and Social Media marketing for Placer County's agriculture,

NOW, THEREFORE, BE IT RESOLVED, THAT:

The Board of Supervisors approves the contract with Merlot Marketing for Agricultural Marketing Services from July 1, 2015 to June 30, 2016 in the amount of \$107,996.00. and authorizes the Placer County Agricultural Commissioner/Sealer to sign the contract.