



Midpeninsula Regional  
Open Space District

R-12-126  
Meeting 12-39  
December 19, 2012

## AGENDA ITEM 6

### AGENDA ITEM

Amend the Contract with The Creative Group for Public Affairs Department Staffing Support for an Amount Not-to-Exceed \$ 38,000 through March 31, 2013

### GENERAL MANAGER'S RECOMMENDATION

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Approve a contract with the public relations staffing firm The Creative Group to extend a professional media and outreach services contract for additional Public Affairs Department staffing support, in an amount not-to-exceed \$38,000 through March 31, 2013.

### SUMMARY

The Public Affairs Department currently has vacancies in several positions and has retained contract and temporary staff to backfill these positions until recruitment is completed in 2013. The Community Outreach Coordinator was authorized in the FY2012-13 budget as a contingent position to support the Public Affairs program over the next three years. To address ongoing staffing needs, a contract extension for LaNor Maune, with The Creative Group, through the end of the fiscal year, is recommended. The Human Resources Department will be recruiting for the position, which is scheduled to be filled by April 2013.

### DISCUSSION

Ms. Maune was hired in March 2012 through The Creative Group to backfill a vacant Media Communications Representative position while the Department underwent restructuring. Her position was funded through December 2012.

It is recommended that Ms. Maune continue supporting the Public Affairs Department with an emphasis now on community outreach. Services for the remainder of the contract would include meeting with outside partners and evaluating community outreach opportunities across all seven wards.

Ms. Maune is a very good fit for this work as she has detailed knowledge of the relevant media markets in the area and specific knowledge of the District through her work with the District's Planning, Operations, and Real Property departments. Ms. Maune has extensive experience in nonprofit and public sector community outreach, partnership development, and the creation of award-winning outreach programs and partnerships. She has demonstrated through her work

with the District that she is sensitive to internal and external issues and able to move projects through to completion.

The recommended term of the contract would expire at the end of March 2013. The contract can be terminated with notice by either the contractor or the District.

**FISCAL IMPACTS**

The proposed contract amount is less than the budgeted amount for the vacant Community Outreach position within the Public Affairs Department, creating no additional fiscal impact.

**BOARD COMMITTEE REVIEW**

This item was not reviewed by a Board Committee.

**PUBLIC NOTICE**

This action requires no special public notice outside the regular Brown Act notice that is already provided for this meeting.

**CEQA COMPLIANCE**

This decision does not have any environmental impacts triggering the California Environmental Quality Act (CEQA).

**NEXT STEPS**

Upon approval by the Board of Directors, staff would proceed to finalize the contract. Recruitment for the Community Outreach Specialist is scheduled to begin in 2013.

Responsible Department Manager:  
Paul McKowan, Acting Public Affairs Manager

Prepared by:  
Shelly Lewis, Media Communications Supervisor

Contact person:  
Same as above