

PROFESSIONAL SERVICES CONTRACT BETWEEN
THE CITY OF HUNTINGTON BEACH AND
DAKOTA COMMUNICATIONS
FOR
ON-CALL PUBLIC AFFAIRS SPECIALISTS TO SUPPORT
THE PUBLIC INFORMATION OFFICE

THIS AGREEMENT ("Agreement") is made and entered into by and between the City of Huntington Beach, a municipal corporation of the State of California, hereinafter referred to as "CITY," and Dakota Communications, hereinafter referred to as "CONSULTANT."

WHEREAS, CITY desires to engage the services of a consultant to support the Public Information Office by providing public affairs specialist; and

Pursuant to documentation on file in the office of the City Clerk, the provisions of the Huntington Beach Municipal Code, Chapter 3.03, relating to procurement of professional service contracts have been complied with; and

CONSULTANT has been selected to perform these services,

NOW, THEREFORE, it is agreed by CITY and CONSULTANT as follows:

1. SCOPE OF SERVICES

CONSULTANT shall provide all services as described in **Exhibit "A,"** which is attached hereto and incorporated into this Agreement by this reference. These services shall sometimes hereinafter be referred to as the "PROJECT."

CONSULTANT hereby designates Brandon Powers who shall represent it and be its sole contact and agent in all consultations with CITY during the performance of this Agreement.

2. CITY STAFF ASSISTANCE

CITY shall assign a staff coordinator to work directly with CONSULTANT in the performance of this Agreement.

3. TERM; TIME OF PERFORMANCE

Time is of the essence of this Agreement. The services of CONSULTANT are to commence on _____, 20____ (the "Commencement Date"). This Agreement shall automatically terminate one (1) year from the Commencement Date, unless extended or sooner terminated as provided herein. All tasks specified in **Exhibit "A"** shall be completed no later than one year (1) from the Commencement Date. The time for performance of the tasks identified in **Exhibit "A"** are generally to be shown in **Exhibit "A."** This schedule may be amended to benefit the PROJECT if mutually agreed to in writing by CITY and CONSULTANT.

In the event the Commencement Date precedes the Effective Date, CONSULTANT shall be bound by all terms and conditions as provided herein.

4. COMPENSATION

In consideration of the performance of the services described herein, CITY agrees to pay CONSULTANT on a time and materials basis at the rates specified in **Exhibit "B,"** which is attached hereto and incorporated by reference into this Agreement, a fee, including all costs and expenses, not to exceed One Hundred Fifty Thousand Dollars (\$150,000).

5. EXTRA WORK

In the event CITY requires additional services not included in **Exhibit "A"** or changes in the scope of services described in **Exhibit "A,"** CONSULTANT will undertake such work only after receiving written authorization from CITY. Additional compensation for such extra work shall be allowed only if the prior written approval of CITY is obtained.

6. METHOD OF PAYMENT

CONSULTANT shall be paid pursuant to the terms of **Exhibit "B."**

7. DISPOSITION OF PLANS, ESTIMATES AND OTHER DOCUMENTS

CONSULTANT agrees that title to all materials prepared hereunder, including, without limitation, all original drawings, designs, reports, both field and office notices, calculations, computer code, language, data or programs, maps, memoranda, letters and other documents, shall belong to CITY, and CONSULTANT shall turn these materials over to CITY upon expiration or termination of this Agreement or upon PROJECT completion, whichever shall occur first. These materials may be used by CITY as it sees fit.

8. HOLD HARMLESS

CONSULTANT hereby agrees to protect, defend, indemnify and hold harmless CITY, its officers, elected or appointed officials, employees, agents and volunteers from and against any and all claims, damages, losses, expenses, judgments, demands and defense costs (including, without limitation, costs and fees of litigation of every nature or liability of any kind or nature) arising out of or in connection with CONSULTANT's (or CONSULTANT's subcontractors, if any) negligent (or alleged negligent) performance of this Agreement or its failure to comply with any of its obligations contained in this Agreement by CONSULTANT, its officers, agents or employees except such loss or damage which was caused by the sole negligence or willful misconduct of CITY. CONSULTANT will conduct all defense at its sole cost and expense and CITY shall approve selection of CONSULTANT's counsel. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable. The policy limits do not act as limitation upon the amount of indemnification to be provided by CONSULTANT.

9. PROFESSIONAL LIABILITY INSURANCE

CONSULTANT shall obtain and furnish to CITY a professional liability insurance policy covering the work performed by it hereunder. This policy shall provide coverage for

CONSULTANT's professional liability in an amount not less than One Million Dollars (\$1,000,000.00) per occurrence and in the aggregate. The above-mentioned insurance shall not contain a self-insured retention without the express written consent of CITY; however an insurance policy "deductible" of Ten Thousand Dollars (\$10,000.00) or less is permitted. A claims-made policy shall be acceptable if the policy further provides that:

- A. The policy retroactive date coincides with or precedes the initiation of the scope of work (including subsequent policies purchased as renewals or replacements).
- B. CONSULTANT shall notify CITY of circumstances or incidents that might give rise to future claims.

CONSULTANT will make every effort to maintain similar insurance during the required extended period of coverage following PROJECT completion. If insurance is terminated for any reason, CONSULTANT agrees to purchase an extended reporting provision of at least two (2) years to report claims arising from work performed in connection with this Agreement.

If CONSULTANT fails or refuses to produce or maintain the insurance required by this section or fails or refuses to furnish the CITY with required proof that insurance has been procured and is in force and paid for, the CITY shall have the right, at the CITY's election, to forthwith terminate this Agreement. Such termination shall not affect Consultant's right to be paid for its time and materials expended prior to notification of termination. CONSULTANT waives the right to receive compensation and agrees to indemnify the CITY for any work performed prior to approval of insurance by the CITY.

10. CERTIFICATE OF INSURANCE

Prior to commencing performance of the work hereunder, CONSULTANT shall furnish to CITY a certificate of insurance subject to approval of the City Attorney evidencing the foregoing insurance coverage as required by this Agreement; the certificate shall:

- A. provide the name and policy number of each carrier and policy;
- B. state that the policy is currently in force; and
- C. shall promise that such policy shall not be suspended, voided or canceled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice; however, ten (10) days' prior written notice in the event of cancellation for nonpayment of premium.

CONSULTANT shall maintain the foregoing insurance coverage in force until the work under this Agreement is fully completed and accepted by CITY.

The requirement for carrying the foregoing insurance coverage shall not derogate from CONSULTANT's defense, hold harmless and indemnification obligations as set forth in this Agreement. CITY or its representative shall at all times have the right to demand the original or a copy of the policy of insurance. CONSULTANT shall pay, in a prompt and timely manner, the premiums on the insurance hereinabove required.

11. INDEPENDENT CONTRACTOR

CONSULTANT is, and shall be, acting at all times in the performance of this Agreement as an independent contractor herein and not as an employee of CITY. CONSULTANT shall secure at its own cost and expense, and be responsible for any and all payment of all taxes, social security, state disability insurance compensation, unemployment compensation and other

payroll deductions for CONSULTANT and its officers, agents and employees and all business licenses, if any, in connection with the PROJECT and/or the services to be performed hereunder.

12. TERMINATION OF AGREEMENT

All work required hereunder shall be performed in a good and workmanlike manner. CITY may terminate CONSULTANT's services hereunder at any time with or without cause, and whether or not the PROJECT is fully complete. Any termination of this Agreement by CITY shall be made in writing, notice of which shall be delivered to CONSULTANT as provided herein. In the event of termination, all finished and unfinished documents, exhibits, report, and evidence shall, at the option of CITY, become its property and shall be promptly delivered to it by CONSULTANT.

13. ASSIGNMENT AND DELEGATION

This Agreement is a personal service contract and the work hereunder shall not be assigned, delegated or subcontracted by CONSULTANT to any other person or entity without the prior express written consent of CITY. If an assignment, delegation or subcontract is approved, all approved assignees, delegates and subconsultants must satisfy the insurance requirements as set forth in Sections 9 and 10 hereinabove.

14. COPYRIGHTS/PATENTS

CITY shall own all rights to any patent or copyright on any work, item or material produced as a result of this Agreement.

15. CITY EMPLOYEES AND OFFICIALS

CONSULTANT shall employ no CITY official nor any regular CITY employee in the work performed pursuant to this Agreement. No officer or employee of CITY shall have any

financial interest in this Agreement in violation of the applicable provisions of the California Government Code.

16. NOTICES

Any notices, certificates, or other communications hereunder shall be given either by personal delivery to CONSULTANT's agent (as designated in Section 1 hereinabove) or to CITY as the situation shall warrant, or by enclosing the same in a sealed envelope, postage prepaid, and depositing the same in the United States Postal Service, to the addresses specified below. CITY and CONSULTANT may designate different addresses to which subsequent notices, certificates or other communications will be sent by notifying the other party via personal delivery, a reputable overnight carrier or U. S. certified mail-return receipt requested:

TO CITY:

City of Huntington Beach
ATTN: Catherine Jun
2000 Main Street
Huntington Beach, CA 92648

TO CONSULTANT:

Dakota Communications
Brandon Powers
800 Wilshire Blvd., Suite 410
Los Angeles, CA 90017

17. CONSENT

When CITY's consent/approval is required under this Agreement, its consent/approval for one transaction or event shall not be deemed to be a consent/approval to any subsequent occurrence of the same or any other transaction or event.

18. MODIFICATION

No waiver or modification of any language in this Agreement shall be valid unless in writing and duly executed by both parties.

19. SECTION HEADINGS

The titles, captions, section, paragraph and subject headings, and descriptive phrases at the beginning of the various sections in this Agreement are merely descriptive and are included solely for convenience of reference only and are not representative of matters included or excluded from such provisions, and do not interpret, define, limit or describe, or construe the intent of the parties or affect the construction or interpretation of any provision of this Agreement.

20. INTERPRETATION OF THIS AGREEMENT

The language of all parts of this Agreement shall in all cases be construed as a whole, according to its fair meaning, and not strictly for or against any of the parties. If any provision of this Agreement is held by an arbitrator or court of competent jurisdiction to be unenforceable, void, illegal or invalid, such holding shall not invalidate or affect the remaining covenants and provisions of this Agreement. No covenant or provision shall be deemed dependent upon any other unless so expressly provided here. As used in this Agreement, the masculine or neuter gender and singular or plural number shall be deemed to include the other whenever the context so indicates or requires. Nothing contained herein shall be construed so as to require the commission of any act contrary to law, and wherever there is any conflict between any provision contained herein and any present or future statute, law, ordinance or regulation contrary to which the parties have no right to contract, then the latter shall prevail, and the provision of this Agreement which is hereby affected shall be curtailed and limited only to the extent necessary to bring it within the requirements of the law.

21. DUPLICATE ORIGINAL

The original of this Agreement and one or more copies hereto have been prepared and signed in counterparts as duplicate originals, each of which so executed shall, irrespective of

the date of its execution and delivery, be deemed an original. Each duplicate original shall be deemed an original instrument as against any party who has signed it.

22. IMMIGRATION

CONSULTANT shall be responsible for full compliance with the immigration and naturalization laws of the United States and shall, in particular, comply with the provisions of the United States Code regarding employment verification.

23. LEGAL SERVICES SUBCONTRACTING PROHIBITED

CONSULTANT and CITY agree that CITY is not liable for payment of any subcontractor work involving legal services, and that such legal services are expressly outside the scope of services contemplated hereunder. CONSULTANT understands that pursuant to *Huntington Beach City Charter* Section 309, the City Attorney is the exclusive legal counsel for CITY; and CITY shall not be liable for payment of any legal services expenses incurred by CONSULTANT.

24. ATTORNEY'S FEES

In the event suit is brought by either party to construe, interpret and/or enforce the terms and/or provisions of this Agreement or to secure the performance hereof, each party shall bear its own attorney's fees, such that the prevailing party shall not be entitled to recover its attorney's fees from the nonprevailing party.

25. SURVIVAL

Terms and conditions of this Agreement, which by their sense and context survive the expiration or termination of this Agreement, shall so survive.

26. GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the State of California.

27. SIGNATORIES

Each undersigned represents and warrants that its signature hereinbelow has the power, authority and right to bind their respective parties to each of the terms of this Agreement, and shall indemnify CITY fully for any injuries or damages to CITY in the event that such authority or power is not, in fact, held by the signatory or is withdrawn.

28. ENTIRETY

The parties acknowledge and agree that they are entering into this Agreement freely and voluntarily following extensive arm's length negotiation, and that each has had the opportunity to consult with legal counsel prior to executing this Agreement. The parties also acknowledge and agree that no representations, inducements, promises, agreements or warranties, oral or otherwise, have been made by that party or anyone acting on that party's behalf, which are not embodied in this Agreement, and that that party has not executed this Agreement in reliance on any representation, inducement, promise, agreement, warranty, fact or circumstance not expressly set forth in this Agreement. This Agreement, and the attached exhibits, contain the entire agreement between the parties respecting the subject matter of this Agreement, and supersede all prior understandings and agreements whether oral or in writing between the parties respecting the subject matter hereof.

29. EFFECTIVE DATE

This Agreement shall be effective on the date of its approval by the City Attorney.
This Agreement shall expire when terminated as provided herein.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed
by and through their authorized officers.

CONSULTANT,
Dakota Communications

CITY OF HUNTINGTON BEACH, a municipal
corporation of the State of California

By: _____

Mayor

print name
ITS: (circle one) Chairman/President/Vice President

City Clerk

AND

INITIATED AND APPROVED:

By: _____

print name
ITS: (circle one) Secretary/Chief Financial Officer/Asst.
Secretary – Treasurer

City Manager

APPROVED AS TO FORM:



City Attorney

EXHIBIT "A"

A. STATEMENT OF WORK: (Narrative of work to be performed)

Develop content for the City's media platforms, which may include print, website, social media, and community cable television.

B. CONSULTANT'S DUTIES AND RESPONSIBILITIES:

Develop content for the City's media platform, which may include print, website, social media, and community cable television. The specialist will use multi-media to build a unique brand for the City; effectively communicate the City's core messaging to the broader community; widen its reach among all demographic groups; and enhance its credibility as a trusted source of information.

C. CITY'S DUTIES AND RESPONSIBILITIES:

The CITY shall work collaboratively with the CONSULTANT to assist in facilitating any data collection and interviews the CONSULTANT needs to conduct and complete the aforementioned scope of work.

D. WORK PROGRAM/PROJECT SCHEDULE:

EXHIBIT "B"

Payment Schedule (Hourly Payment)

A. Hourly Rate

CONSULTANT'S fees for such services shall be based upon the following hourly rate and cost schedule:

See attached Exhibit B.

B. Travel Charges for time during travel are not reimbursable.

C. Billing

1. All billing shall be done monthly in fifteen (15) minute increments and matched to an appropriate breakdown of the time that was taken to perform that work and who performed it.
2. Each month's bill should include a total to date. That total should provide, at a glance, the total fees and costs incurred to date for the project.
3. A copy of memoranda, letters, reports, calculations and other documentation prepared by CONSULTANT may be required to be submitted to CITY to demonstrate progress toward completion of tasks. In the event CITY rejects or has comments on any such product, CITY shall identify specific requirements for satisfactory completion.
4. CONSULTANT shall submit to CITY an invoice for each monthly payment due. Such invoice shall:
 - A) Reference this Agreement;
 - B) Describe the services performed;
 - C) Show the total amount of the payment due;
 - D) Include a certification by a principal member of CONSULTANT's firm that the work has been performed in accordance with the provisions of this Agreement; and
 - E) For all payments include an estimate of the percentage of work completed.

Upon submission of any such invoice, if CITY is satisfied that CONSULTANT is making satisfactory progress toward completion of tasks in accordance with this Agreement, CITY shall approve the invoice, in which event payment shall be made within thirty (30) days of receipt of the invoice by CITY. Such approval shall not be unreasonably withheld. If CITY does not approve an invoice, CITY shall notify CONSULTANT in writing of the reasons for non-approval and the schedule of performance set forth in **Exhibit "A"** may at the option of CITY be suspended until the parties agree that past performance by CONSULTANT is in, or has been brought

into compliance, or until this Agreement has expired or is terminated as provided herein.

5. Any billings for extra work or additional services authorized in advance and in writing by CITY shall be invoiced separately to CITY. Such invoice shall contain all of the information required above, and in addition shall list the hours expended and hourly rate charged for such time. Such invoices shall be approved by CITY if the work performed is in accordance with the extra work or additional services requested, and if CITY is satisfied that the statement of hours worked and costs incurred is accurate. Such approval shall not be unreasonably withheld. Any dispute between the parties concerning payment of such an invoice shall be treated as separate and apart from the ongoing performance of the remainder of this Agreement.

November 11, 2020

Attn: City Managers Office
City of Huntington Beach
2000 Main St
Huntington Beach, CA 92648

Dear City Managers Office,

I have thoroughly enjoyed the work we have been able to do throughout the year. While that background led to initially bidding for continued work with the City of Huntington Beach through FSB Public Affairs, I have subsequently left my position with that firm and thus cannot perform the work initially described through FSB. However, I hope that change doesn't prevent further work opportunities with the city.

This letter is to assert that, upon the city's approval, we would be able to perform the same work through Dakota Communications, a leading Southern California public affairs firm.

Attached you will find a brief restatement of qualifications, as well as a new rate sheet, showing some savings compared to our prior bid.

I hope this will allow us to continue our mutually beneficial relationship into the future.

Respectfully,



Brandon Powers

DAKOTA
communications

Who We Are

communications

Dakota Communications is a Los Angeles-based, minority-owned marketing, public relations and public affairs consulting firm with expertise in the areas of public communications, media relations, strategic planning, political guidance, and community relations.

Created in 1997, Dakota Communications is dedicated to the task of educating and shaping policies and programs to meet its clients' objectives as well as developing strategies to effectively communicate them. Dakota Communications has extensive experience building community support for public policy initiatives and programs advanced by corporate, business, political, governmental, non-profit and community-based organizations.

Our Story

Dakota Communications is defined by the far-reaching experience of its partners, Kerman Maddox and Rick Taylor. **With more than 60 combined years of experience in public affairs management**, Maddox and Taylor have established extensive networks and gained keen insight in working with elected officials, governmental agencies, opinion leaders, public interest groups, and members of the print and electronic media.



Our understanding and appreciation of public diversity, along with our ability to accurately assess a situation and pinpoint problems, enables us to work together with clients toward achieving their goals. A diverse staff allows Dakota Communications to provide clients with a unique perspective and strong expertise in developing a variety of communications programs for the multi-faceted communities of California and beyond.



Our Team



Brandon Powers
Project Lead

18 years of Experience

BRANDON POWERS – PROJECT LEAD

Brandon Powers is a well-recognized expert in public affairs and communication strategies with a specialty in coastal Orange County programs. For more than 15 years, Mr. Powers has helped shape and drive the outcome of hundreds of public affairs campaigns throughout Southern California and especially in Orange County. His track record speaks for itself, with clients achieving their desired successful outcome over 85% of the time when Brandon is engaged.

An experienced strategist and writer, Powers is a 15-time recipient of the American Association of Political Consultants' annual Pollie Awards and years ago was named a Rising Star by Campaigns and Elections Magazine. His writing has appeared in the Orange County Register, LA Times, Riverside Press Enterprise, and Sacramento Bee.

A longtime Orange County coastal resident, Mr. Powers briefly lived in Sacramento while serving as Chief of Staff to a Member of the California State Assembly, where he managed all aspects of the office's policy and communications operations. Now in Seal Beach, he enjoys spending his time surfing, fishing, and helping clients achieve their goals.



ED CHEN
CHINESE LANGUAGE OUTREACH

- Asian / Pacific Islander Community Outreach/Communications Consultant
- LA County Reserve Deputy Sheriff
- Former Aide to State Senators Huff and Margett



DAISY TONG-PHUOC
VIETNAMESE LANGUAGE OUTREACH

- Orange County Communications Consultant
- Former Aide to Assemblyman Van Tran



CARLOS MADRILES

CREATIVE DIRECTOR / GRAPHICS / WEB DESIGN / VIDEO DIRECTOR

With over 14 years of experience, Carlos brings a diverse business and communications background and over 14 years in marketing and design experience. Using his proficiency in graphic design, video production, web design work, 3D space layouts, and event production, Carlos implements his experience in marketing and branding principles to deliver effective collateral pieces across several different mediums.



ABIS AKOLAWALA

PROFESSIONAL VIDEOGRAPHER / POST PRODUCTION EDITOR

Professional videographer, editor & photographer with 10 years of experience. Abis' passion for content creation is all about making brands stand out from the rest by capturing high quality content and consistently delivering a polished product. Abis' has a long history of working with clients from several industries including entertainment, corporate, fashion & live events.



OANA SWEENEY

PROFESSIONAL EVENT & PORTRAIT PHOTOGRAPHER

Oana Sweeney comes from years of experience in a unique and growing industry. After studying photojournalism at CSUF, interning with one of the best photographers in Laguna Beach and working for Canon, she now spends her time as a full-time photographer based in Orange County. Published in top magazines, blogs and books, her experience and passion for photography is guaranteed to bring out the best from any subject or event.

Rates

Category	Project	Rate
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STRATEGIC COMMS

Monthly Management	\$6,375
Press Releases / Written Material	\$160 /hr
Video - B-Roll	\$95/hr
Video - Small	\$2,550
(Single Day, Single Camera, Single Mic, Simple Post Production, 2-3 minute – PSA/Mayor Update)	
Video - Medium	\$5,550
(Single Day, Multiple Camera / Mics, Advanced Post Production, 4-8 min)	
Video - Large	\$8,600
(Multiple Day, Multiple Camera / Mics, Shortform Storyboarding, Script Dev – Visit HB Commercial)	
Video - Extra Large	Ask for Quote
(Scheduled Shoots, Multiple Camera / Gear, Longform Storyboarding, Script Dev) – Visit HB Commercial)	
Documentation Photography	\$125/hr
(Staffed Photographer)	
Professional Photography	\$225/hr
(Professional Photographer w/ professionally retouched photos)	
Graphic Design - Sr Designer	\$125
Graphic Design -Secondary Designer	\$100
Graphic Design - Design Support	\$85

HB3 TV

*Monthly Management	\$25,500
(Includes: 4xSmall Productions + Either 3xMedium or 2xLarge Productions per month... Extra Productions billed at above rate)	
*Amount is subject to finalized scope and approved content creation and management.	

WEBSITE DEVELOPMENT

Small	\$4,750
(Simple landing page, few pages / sections, Hosting, SSL certificate, SEO)	
Medium	\$9,500
(Multiple pages / sections, Advanced features & coding, Hosting, SSL certificate, SEO)	
Large	\$16,000
(Multiple pages / sections, Advanced features & coding, advanced graphics, videos, payment processing, advanced forms, Hosting, SSL certificate, SEO)	
Enterprise	\$2,225/mo
(Manage outsourced custom website developer / platform)	

NEW CITY NEWSLETTER

Initial Construct / Setup	\$3,250
Hourly Graphics	\$100
Hourly Content Development/Writing	\$125

ON-CALL SERVICES

Media Training	\$225
Style Guide Updating	\$225
Media Analysis	\$225
Crisis Communications	\$225

PROFESSIONAL SERVICES CONTRACT BETWEEN
THE CITY OF HUNTINGTON BEACH AND
COMMUNICATIONS LAB
FOR
ON-CALL VIDEO PRODUCTION SERVICES

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