

AGENDA REQUEST FORM

**Return completed form and complete agenda item to the Clerk of the Board
Yakima County Commissioners' Office, Room 232**

Prepared by:
Julie Lawrence

Department: Commissioners

Requested Agenda Date: 07/27/2021

Presenting: _____

Document Title:

<small>Board of County Commissioners Record Assigned BOCC Agreement</small>
181 - 2021
<small>Yakima County, WA</small>

APPROVED FOR AGENDA:	
<input type="checkbox"/> Consent	<input type="checkbox"/> Regular
<small>Board of County Commissioners Determined</small>	

Agreement with SPD&G Advertising & Public Relations for a TV Campaign for the Board of Commissioners.

Action Requested: *Check Applicable Box*

<input type="checkbox"/> PASS RESOLUTION	<input checked="" type="checkbox"/> EXECUTE or AMEND AGREEMENT CONTRACT or GRANT	
<input type="checkbox"/> ISSUE PROCLAMATION	<input type="checkbox"/> PASS ORDINANCE	<input type="checkbox"/> OTHER _____

Describe Fiscal Impact:
\$10,000

Background Information:
Distribution of the Unity Video.

Summary & Recommendation:

Motion:

Department Head/ Elected Official

AGREEMENT Attached Is Approved as to Form
Corporate Counsel Initial

Signature

<small>Late Agenda Requests Require BOCC Chairman Signature:</small>



AGREEMENT

THIS AGREEMENT is made this 27th day of July, 2021 between
SPD&G ADVERTISING AND PUBLIC RELATIONS INC.,

herein called Agency, and

BOARD OF YAKIMA COUNTY COMMISSIONERS

herein called Advertiser.

IT IS AGREED: Advertiser hereby appoints SPD&G Advertising and Public Relations, INC., to prepare and place TV and digital advertising as authorized by Advertiser for the flight dates of August 2nd – September 12th. In consideration of services to be performed hereafter by Agency, Advertiser shall pay \$10,000 for the follow services:

Media Placement

- KIMA TV - \$3,500
- KAPP TV - \$2,000
- KNDO TV - \$2,000
- Spectrum TV - \$1,000
- Spectrum OTT (streaming TV) - \$1,500

This one time agreement shall remain in effect until the last day of the flight date of September 12th.

Advertiser shall be solely liable to all parties with whom the Agency shall deal in carrying out the terms of this Agreement. Advertiser shall defend, indemnify and hold harmless Agency from any and all claims of whatever nature asserted by third parties against Agency, including Agency's reasonable attorney fees and cost in defense of said claims, based on contracts made between the Agency and such third parties, based on obligations incurred by the Agency to such third parties in carrying out this Agreement, or other claims based upon the preparation and placement of advertising by Agency.

The Advertiser agrees to pay the account of the Agency in accordance with the regular rates, charges and terms of the Agency. The Agency does not extend any credit unless specifically arranged in advance. The monthly billing charge for Agency's service is payable upon submission of the billing for such charges. Should the account be referred to an attorney for collection, the Advertiser shall pay Agency's reasonable attorney fees and expenses incurred. In the event of any lawsuit arising out of this Agreement, venue shall be in Yakima County, Washington. If not paid by the tenth (10th) of the month, the Agency's bill is subject to a monthly FINANCE CHARGE of one and one half percent (1 ½%) which is an ANNUAL PERCENTAGE RATE of eighteen percent (18%) applied to previous balance minus any payments or credits received prior to month end.

ADVERTISER:

Board of Yakima County Commissioners

By _____

Date _____

ACCEPTED:

SPD&G Advertising & Public Relations, INC.

By *Darcy D. [Signature]*

Date 7/27/2021

**BOARD OF YAKIMA COUNTY COMMISSIONERS
AGREEMENT**

Agreement Number

BOCC Agreement

181 - 2021

Yakima County, WA

BOARD OF COUNTY COMMISSIONERS

Ron Anderson, Chairman

Amanda McKinney, Commissioner


LaDon Linde, Commissioner

DATED JUL 27 2021

Attest:

Julie Lawrence, Clerk of the Board *or*
Linda Kay O'Hara, Deputy Clerk of the Board

Approved as to Form:



Deputy Prosecuting Attorney