

TO: Workforce Investment Board

DATE: 07/26/01

FROM: Marketing & Partnerships Committee

For Action

For Information

Meeting Notes

For Consent

SUBJECT: Contract the Services of Wm. Bell & Company to Develop a Logo and Identity for the Workforce Investment Board

PROPOSED MOTION(S):

- (1) Recommend that an initial marketing budget in the amount of \$20,500 be approved.
- (2) Recommend to the Board of Supervisors that the County accept the proposal and enter into contract negotiations with Wm. Bell & Company to develop a logo and identity for the Workforce Investment Board (WIB), which will be coordinated with the logo and identity for the One-Stop Career Centers (Worknet of Merced County) and the Youth Council logo.

DISCUSSION:

Proposed Motion #1: The Marketing Committee's 2000/2001 fiscal budget was set for \$20,250, of which the committee spent \$1,072. The 2001/2002 requests for marketing budget is currently being determined by the committee; however, the committee needs an initial approved amount to continue with the WIB Logo and identity procurement.

Proposed Motion #2: Three written proposals were received and rated by the Marketing & Partnerships Evaluation/Selection Committee. The written proposal with the lowest score was eliminated. The remaining proposals were brought before the committee for oral interviews.

The two remaining proposals were evaluated as follows:

- Wm. Bell & Company's written response to the RFP addressed all areas requested by the RFP. This proposal received an overall rating of 94 points out of 100.
- Parola Design Associates' written response to the RFP did not address all elements requested. This proposal received an overall rating of 57.6 points out of 100.

OTHER CONSIDERATIONS: None

ATTACHMENT(S): None