

TO: Workforce Investment Board

DATE: 10/19/01

**FROM: Marketing & Economic
Development Committee**

- For Action
- For Information
- Meeting Notes

**SUBJECT: Contract Services of William Bell & Company to Develop a
Logo Mark and Business Systems Designs for the Workforce
Investment Board of Merced County**

PROPOSED MOTION(S): Informational purposes only.

DISCUSSION: The Marketing & Economic Development Committee has completed negotiations with William Bell & Company. William Bell & Company has agreed to design and deliver a logo for the Workforce Investment Board of Merced County that coordinates and ties together the existing logo art for the Youth Council and the Worknet Career Centers. Mr. Bell will also design business cards, stationery and envelopes. The cost of his services will not exceed \$10,210. This represents a considerable savings over the \$20,800 initial proposal provided by Mr. Bell.

ATTACHMENT(S):

