

City Council Regular Meeting

AGENDA ITEM

NUMBER: 13

SUBJECT:

First Amendment to the Agreement with Kirvin Doak Communications for Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement to Increase the Expiration Date of the Agreement to July 31, 2023; and Increase the Total Amount Not to Exceed Value of the Agreement from \$50,000 to \$60,000. (Citywide) (For Possible Action; Recommendation – Approve)

REQUESTED BY:

Sally Ihmels, Assistant City Manager

WARD:

(Citywide)

RECOMMENDATION OR RECOMMEND MOTION:

That the City Council approve the First Amendment to the Agreement.

FISCAL IMPACT:

Amount: \$10,000

Explanation: Approve amendment to existing agreement with Kirvin Doak Communications

ACCOUNT NUMBER:

TBD

STAFF COMMENTS AND BACKGROUND INFORMATION:

The City of North Las Vegas has made the recruitment of new police officers and lateral transfers from other law enforcement agencies a priority. The City is in the process of selecting an agency to perform marketing and advertising services for police department personnel recruitment. In order to maintain the momentum of current advertising services being performed through a services agreement with Kirvin Doak Communications, this contract extension will bridge the gap for an amount not the exceed \$10,000 until the selected agency is under contract.

CIP No.

Related Item:

LIST CITY COUNCIL GOAL(S): Safe and Livable Community

PREPARED BY:

Sally Ihmels, Assistant City Manager

Respectfully Submitted

Ryann Juden,
City Manager

MEETING DATE:

June 21, 2023