

**RESOLUTION 2017-047**

**RESOLUTION WAIVING BPC POLICY NO. 110  
AND AUTHORIZING AN AGREEMENT WITH  
NUFFER, SMITH, TUCKER, INC. IN THE AMOUNT  
OF \$8,500.75 FOR COMPLETED STRATEGIC  
COMMUNICATIONS SERVICES**

**WHEREAS**, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1, (Port Act); and

**WHEREAS**, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials, and equipment, and grants; and

**WHEREAS**, the District and Nuffer, Smith, Tucker, Inc. entered into a sole-source agreement through a direct negotiated contract in February, 2015; and

**WHEREAS**, the agreement included the following services: Public Outreach Planning, Key Message Development, Outreach Material Development, Community Relations/Outreach/Public Engagement, Media Relations, Social Media Strategy, Social Engagement Tool Guidance, and Collaboration & Communication; and

**WHEREAS**, the original contract estimate of funds needed to complete the tasks listed above was \$90,000; and

**WHEREAS**, due to the high volume of District projects, media outreach, media training and public outreach planning, Nuffer, Smith, Tucker, Inc. completed additional work, totaling \$8,500.75 in fees above the agreement amount of \$90,000; and

**WHEREAS**, District staff recommends waiving BPC Policy 110 and authorizing supplemental agreement No. 51-2017KC with Nuffer, Smith, Tucker, Inc., in the amount of \$8,500.75.

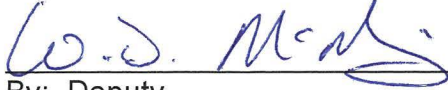
**NOW, THEREFORE, BE IT RESOLVED** that the Board of Port Commissioners of the San Diego Unified Port District, hereby waives the bidding requirements of BPC Policy No. 110, and that the Executive Director or her designated representative is hereby authorized and directed on behalf of the San Diego Unified Port District to enter into an agreement with Nuffer, Smith, Tucker,

2017-047

Inc. in the amount of \$8,500.75, for completed strategic communications services.

APPROVED AS TO FORM AND LEGALITY:

GENERAL COUNSEL



By: Deputy

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 11th day of April, 2017, by the following vote:

AYES: Moore, Nelson, Castellanos, Malcolm, Merrifield and Valderrama

NAYS: None.

EXCUSED: Bonelli

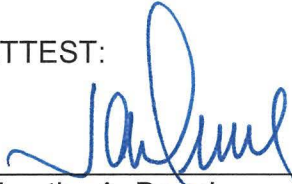
ABSENT: None.

ABSTAIN: None.



Robert Valderrama, Chair  
Board of Port Commissioners

ATTEST:



Timothy A. Deuel  
District Clerk

(Seal)