

RESOLUTION 2018-012

RESOLUTION WAIVING BPC POLICY NO. 110 SECTION II (D) (1) COMPETITIVE BIDDING REQUIREMENTS AND AUTHORIZING EIGHT MEDIA AGREEMENTS FOR AS-NEEDED DISTRICT MARKETING AND OUTREACH CAMPAIGNS TO SUPPORT VARIOUS LINES OF BUSINESS AND PUBLIC OUTREACH GOALS IN A TOTAL AMOUNT NOT TO EXCEED \$900,000 FROM FEBRUARY 1, 2018 THROUGH JUNE 30, 2023 WITH THE FOLLOWING LOCAL RADIO MEDIA ADVERTISING SERVICE PROVIDERS:

- **BROADCAST COMPANY OF THE AMERICAS**
- **CBS RADIO**
- **IHEARTMEDIA**
- **LOCAL MEDIA SAN DIEGO**
- **MIDWEST TV, INC.**
- **SAN DIEGO STATE UNIVERSITY**
- **UNIRADIO CORPORATION**
- **UNIVISION RADIO**

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 I; 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, with the launch of the new brand in 2017, the Marketing & Communications department has been working on a new integrated marketing, communications and branding strategy which includes not only the District's new logo and master brand messaging, but the five sub-brands and accompanying marketing campaigns for the various lines of business that fall within each of those focus areas; and

WHEREAS, this renewed focus on public outreach has allowed the District to begin working with local media more directly, however, it has also brought to light several obstacles that limit the District's ability to work with the broadcast media on the wide variety of marketing campaigns the District implements; and

WHEREAS, the Marketing & Communications team has worked collaboratively with Procurement to come up with a creative solution that will allow the District to work with the local broadcast media, meet the District's business objectives, comply with the District's competitive selection requirements, and still allow for the flexibility in targeting and timing needed in the media industry; and

WHEREAS, in partnership with the District's Procurement Department, the Marketing & Communications Department has created a competitive selection process using task authorization awards; and

WHEREAS, this process requires a waiver of BPC Policy No. 110 Section II (D) (1), requiring a competitive selection process for local radio media buys in advance of awarding advertising agreements, and instead the District will award on-call, as-needed, agreements to all major local television and radio media outlets as part of a local media pool; and

WHEREAS, the District will meet the competitive selection requirement by implementing a proposal process for each marketing and advertising campaign in order to award task authorizations for individual buys.

NOW, THEREFORE, BE IT RESOLVED that the Board of Port Commissioners of the San Diego Unified Port District (BPC), waives BPC Policy No. 110, Section II (D) (1) and direct as follows:

That the Executive Director and/or her designated representative is hereby authorized on behalf of the District to enter into media agreements between the District, Broadcast Company of the Americas; CBS Radio; IHeartMedia; Local Media San Diego; Midwest TV, Inc.; San Diego State University; UniRadio Corporation; and Univision Radio, respectively, for competitive bidding requirements, through a proposal process for each marketing and advertising campaign, by way of radio media agreements for a total not to exceed \$900,000, from February 1, 2018 through June 30, 2023.

APPROVED AS TO FORM AND LEGALITY:

GENERAL COUNSEL



By: Assistant/Deputy

2018-012

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 9th day of January 2018, by the following vote:

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

NAYS: None.

EXCUSED: Zucchet

ABSENT: None.

ABSTAIN: None.



Rafael Castellanos, Chairman
Board of Port Commissioners

ATTEST:



Donna Morales
District Clerk



(Seal)