

ADAMS COUNTY, COLORADO
SECOND ADDENDUM TO
SERVICE AGREEMENT

THIS SECOND ADDENDUM TO SERVICE AGREEMENT ("Second Addendum") is entered into this 5th day of July, 2012, by and between the Board of County Commissioners of Adams County, Colorado, located at 4430 South Adams County Parkway, Brighton, CO 80601, hereinafter referred to as the "County," and Rebecca Kessler, Consultant and Commercial Copywriter, located at 13536 Detroit St., Thornton, Colorado 80241, hereinafter referred to as the "Contractor."

RECITALS

WHEREAS, on January 3, 2012, the County entered into a Service Agreement with Rebecca Kessler, Consultant and Commercial Copywriter to provide consulting services related to social media and media relation projects , and,

WHEREAS, on May 14, 2012 extended the term of the Service Agreement through June 22, 2012, and,

WHEREAS, the County and the Contractor mutually desire to amend the Service Agreement to extend the term of the agreement beginning June 23, 2012 through August 22, 2012, and,

NOW, THEREFORE, for the consideration set forth herein, the sufficiency of which is mutually acknowledged by the parties, the County and the Contractor agree as follows:

1. The County shall reimburse the Contractor for the work provided under this Second Addendum in accordance with Section IV of the Service Agreement. The County will pay the Contractor nineteen thousand dollars (\$19,000.00) for the consulting services described in "Exhibit A", attached hereto as reference to this Second Addendum.
2. The Service Agreement and this Second Addendum contain the entire understanding of the parties hereto and neither it, nor the rights and obligations hereunder, may be changed, modified, or waived except by an instrument in writing that is signed by both parties. Any terms, conditions, or provisions of the Service Agreement that are not amended or modified by this Second Addendum shall remain in full force and effect. In the event of any conflicts between the terms, conditions, or provisions of the Service Agreement and this Second Addendum, the terms, conditions, and provisions of this Second Addendum shall control.
3. The Recitals contained in this Second Addendum are incorporated into the body hereof and accurately reflect the intent and agreement of the parties.
4. This Second Addendum may be executed in multiple counterparts, each of which shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.
5. Nothing expressed or implied in this Second Addendum is intended or shall be construed to confer upon or to give to, any person other than the parties, any right, remedy, or claim under or by reason of this Second Addendum or any terms,

conditions, or provisions hereof. All terms, conditions, and provisions in this Second Addendum by and on behalf of the County and the Contractor shall be for the sole and exclusive benefit of the County and the Contractor.

- 6. If any provision of this Second Addendum is determined to be unenforceable or invalid for any reason, the remainder of the Second Addendum shall remain in effect, unless otherwise terminated in accordance with the terms contained in the Service Agreement.
- 7. Each party represents and warrants that it has the power and ability to enter into this Second Addendum, to grant the rights granted herein, and to perform the duties and obligations herein described.

IN WITNESS WHEREOF, the County and the Contractor have caused their names to be affixed.

BOARD OF COUNTY COMMISSIONERS
ADAMS COUNTY, COLORADO

W.P. Fisher Date 7-5-12
Chairman

ATTEST:
KAREN LONG
CLERK AND RECORDER



Keisha Huscu
Deputy Clerk

Approved as to form:
P. East
Adams County Attorney's Office

REBECCA KESSLER, CONSULTANT
AND COMMERCIAL COPYWRITER

Rebecca Kessler
Rebecca Kessler

7-23-2012
Date

Signed and sworn to before me on this _____ day of _____, 2012 by

_____.

Notary Public
My commission expires on: _____

Exhibit "A"

Adams County | RK Communications

Contract Terms and Scope

The duration: 60 days (June 21 through August 16) ... not to exceed 253.3 hours (\$19,000)

Payable July 5th: \$4800 for 64 hours (June 21, 22, 25, 26, 27, 28 July 2, 3)

Estimated Remaining Payment Bimonthly (will invoice exact amounts):

Onsite office hours: Twenty eight hours per week (can flex if needed)

Monday, Tuesday, Wed.: 8 a.m. – 4:30 p.m. and Friday: 8 a.m. – 12 p.m.

Billing: 56 hours bi-monthly x rate of \$75/hour = **\$4,200 per bi-monthly pay period**

Payable July 18th: **\$4200 | 56 hours** (July 5 – 18)

Payable August 1: **\$4200 | 56 hours** (July 19 – Aug 1)

Payable August 16th: **\$4200 | 56 hours** (Aug 2 – Aug 16)

TOTAL HOURS: 64 + 56 + 56 + 56 = 232 hours = \$17,400

[Balance: 21.3 hours / \$1,600 (can flex if add'l work is needed)]

Projects: / Deliverables

Media Relations – overall focus is on planning, writing and placement to build trust/relationships

The 30-60-90 day plan entailed interviews, writing and participation in internal media-crisis meetings, resulting in press releases. This contract extends to finalizing the "Storify" living document to include approvals, publishing, media pitch letters and then clipping/documenting outcomes. Additional interviews will be conducted with all three commissioners. Also – Public Works will become the focus of soft stories (w/clippings/documentation).

Social Media –

- ❖ County-wide training to include presentation to directors and elected officials
- ❖ Brown bag session curriculum development for 4 sessions, plus initial kick-off session
- ❖ Consultation and marketing with individual departments (animal shelter, fair, human resources,
- ❖ Department FB page branding/checklists
- ❖ Optimize county's FB marketing (website page, electronic signatures, print cross-promote)
- ❖ Daily Monitoring established for all sites

OEM – FirstCall marketing support

Annual Report – Writing, editing and proofing

STATE OF COLORADO)
COUNTY OF ADAMS)

At a regular meeting of the Board of County Commissioners for Adams County, Colorado, held at the Administration Building in Brighton, Colorado on the 27th day of June, 2012 there were present:

W.R. "Skip" Fischer _____ Chairman
Alice J. Nichol _____ Commissioner
Erik Hansen _____ Commissioner
Hal B. Warren _____ County Attorney
Keisha Hirsch, Deputy _____ Clerk of the Board

when the following proceedings, among others were held and done, to-wit:

RESOLUTION ACCEPTING A PROPOSAL AND AWARDED ADDENDUM TWO TO THE AGREEMENT WITH REBECCA KESSLER, CONSULTANT AND COMMERCIAL COPYWRITER

WHEREAS, Rebecca Kessler submitted a proposal on April 25, 2012 to provide professional media relations consulting services, and,

WHEREAS, Rebecca Kessler, Consultant and Commercial Copywriter performed the work in the amount of \$9,700.00, and,

WHEREAS, Rebecca Kessler submitted a proposal on June 22, 2012 to provide professional media relations consulting services, and,

WHEREAS, Rebecca Kessler, Consultant and Commercial Copywriter will perform the services in the amount of \$19,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Board of County Commissioners, County of Adams, State of Colorado that the agreement be awarded to Rebecca Kessler, Consultant and Commercial Copywriter to provide professional media relations consulting services.

BE IT FURTHER RESOLVED that the County Administrator is hereby authorized to sign the agreement with Rebecca Kessler, Consultant and Commercial Copywriter after approval as to form is completed by the County Attorney's Office.

Upon motion duly made and seconded the foregoing resolution was adopted by the following vote:

Fischer _____ Aye
Nichol _____ Aye
Hansen _____ Aye
Commissioners

STATE OF COLORADO)
County of Adams)

I, Karen Long, County Clerk and ex-officio Clerk of the Board of County Commissioners in and for the County and State aforesaid do hereby certify that the annexed and foregoing Order is truly copied from the Records of the Proceedings of the Board of County Commissioners for said Adams County, now in my office.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said County, at Brighton, Colorado this 27th day of June, A.D. 2012.

County Clerk and ex-officio Clerk of the Board of County Commissioners
Karen Long:



By:



Deputy