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CHILDREN & FAMILIES  
COMMISSION OF ORANGE COUNTY  
BOARD OF ADVISORS



**Agenda Item No. 1  
April 4, 2007 Meeting**

**DATE:** March 26, 2007  
**TO:** Children and Families Commission of Orange County  
**FROM:** Michael M. Ruane, Executive Director   
**SUBJECT:** Extension of White House Writers Group Agreement

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**SUMMARY:**

The Children and Families Commission of Orange County initiated a search process and invited qualified firms to submit proposals for strategic communications services. Completion of the review and selection process is expected to conclude in April 2007 and contracts with the selected firm(s) will be presented to the Commission at the May 2007 meeting.

During the search process the contract with the White House Writers Group team was extended to March 31, 2007 to continue national outreach, promote Commission programs as national models, and develop relationships with national organizations. To avoid a lapse in services on critical programs a maximum 90-day contract extension and an additional \$62,500 with the White House Writers Group is requested. The contract will conclude on June 30, 2007 and can be terminated at any time with 30-days notification.

The White House Writers Group is the Washington, D.C. based strategic communications firm that provides national and statewide communications services to the Commission. The White House Writers Group promotes Commission funded programs and initiatives as effective models to serve young children and their families. Programs include the National Children's Study and the Meredith Corporation partnership. The White House Writers Group subcontracts with Curt Pringle & Associates, an Orange County public affairs firm for local support of Commission communications and marketing programs.

**STRATEGIC PLAN & FISCAL SUMMARY:**

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the outcome goals. This funding request is for the amount of \$62,500 for a 90-day term commencing April 1, 2007. Funding for this item is included in the FY2006-2007 Budget within the Public Outreach and Communication budget category.

**RECOMMENDED ACTION:**

Adopt resolution authorizing the Executive Director or designee to extend Agreement C-195 with the White House Writers Group for the period of April 1, 2007 to June 30, 2007 and add an amount not to exceed \$62,500 for a revised maximum payment obligation of \$250,000.

**ATTACHMENT:**

1. Resolution authorizing Agreement C-195 with the White House Writers Group

**Contact:** Kelly Pijl

**CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY**

**RESOLUTION NO. \_\_\_\_-07-C&FC**

**April 4, 2007**

**A RESOLUTION OF THE CHILDREN & FAMILIES COMMISSION OF ORANGE COUNTY AUTHORIZING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND ENTER INTO A SECOND AMENDMENT TO AGREEMENT C-195 BETWEEN THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AND WHITE HOUSE WRITERS GROUP, INC., A DISTRICT OF COLUMBIA CORPORATION AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH**

**WHEREAS**, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

**WHEREAS**, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

**WHEREAS**, the Commission entered into agreement C-195 in the amount of \$125,000 on July 5, 2006 for the period July 1, 2006 through December 31, 2006 with White House Writers Group, Inc., to provide national outreach services promoting the purposes of the Act and the Strategic Plan; and

**WHEREAS**, on January 4, 2006 the Commission authorized a First Amendment to Agreement with White House Writers Group, Inc. to add \$62,500 for a revised maximum obligation of \$187,500 and extend the term through March 31, 2007 to provide continued national outreach services under the same terms and conditions of the original agreement; and

**WHEREAS**, Commission desires to authorize the Executive Director or designee to negotiate the terms and final form of a Second Amendment to Agreement with White House Writers Group, Inc. to add an amount not to exceed \$62,500 and extend the term of the Agreement through June 30, 2007, for a new maximum payment obligation not to exceed \$250,000; and

**WHEREAS**, Commission has reviewed the staff report for the April 4, 2007 Commission meeting relating to the scope of services to be provided and hereby finds and determines that the proposed Amendment is in furtherance of and consistent with the Commission's Strategic Plan; and

**WHEREAS**, Commission desires to authorize the Commission Chair and Commission Clerk to execute the Second Amendment to Agreement No. C-195 to add an amount not to exceed \$62,500 for a revised total maximum obligation of \$250,000 and extend the term of the Agreement through June 30, 2007.

**NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:**

**Section 1** Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

**Section 2** Commission authorizes the Executive Director to prepare and negotiate the final form of a Second Amendment to Agreement with White House Writers Group, Inc., for an additional amount not to exceed \$62,500 for a revised total maximum obligation of \$250,000 to provide continued national outreach services consistent with the staff report for the April 4, 2007 Commission meeting and the scope of services referenced therein;

**Section 3** Commission hereby approves the Second Amendment to Agreement with White House Writers Group, Inc., for an additional amount not to exceed \$62,500 for a revised total maximum obligation of \$250,000 to provide continued national outreach services as specified in the staff report.

**Section 4** The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Amendment on behalf of the Commission.

**Section 5** A copy of the final Amendment to Agreement with White House Writers Group, Inc., when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Agreement shall be placed on file in the office of the Clerk of the Commission.

**Section 6** In addition to the authorization of Sections 2, and 3 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

**Section 7** The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on April 4, 2007 to wit:

AYES Commissioners: \_\_\_\_\_

NOES: Commissioner(s): \_\_\_\_\_

EXCUSED: Commissioner(s): \_\_\_\_\_

ABSTAINED: Commissioner(s) \_\_\_\_\_

\_\_\_\_\_  
CHAIR

STATE OF CALIFORNIA)  
  )  
COUNTY OF ORANGE )

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

**IN WITNESS WHEREOF**, I have hereto set my hand and seal.

\_\_\_\_\_  
**DARLENE J. BLOOM**  
Clerk of the Commission, Children and Families Commission of  
Orange County, County of Orange, State of California

Resolution No: \_\_-07--C&FC

Agenda Date: April 4, 2007

Item No.



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: \_\_\_\_\_  
**Deputy**

**EXHIBIT A TO RESOLUTION OF COMMISSION**

(Attach copy of final executed Second Amendment to Agreement C-195 with White House Writers Group, Inc.)