



THE PORT  
OF LOS ANGELES  
Executive Director's  
Report to the  
Board of Harbor Commissioners

**DATE:** May 1, 2023

**FROM:** MEDIA RELATIONS & STRATEGIC COMMUNICATIONS

**SUBJECT:** RESOLUTION NO. \_\_\_\_\_ - FIRST AMENDMENTS TO AGREEMENT NO. 20-3747 WITH DOROTHEA DIEMER-KOVACEVICH DBA DDK COMMUNICATIONS, AGREEMENT NO. 20-3748 WITH FULL VISION PRODUCTIONS, LLC, AGREEMENT NO. 20-3749 WITH NATALIE L. SHORE PETERSON, AND AGREEMENT NO. 20-3750 WITH RESERVOIR, LLC

**SUMMARY:**

Staff requests approval of the First Amendments (Amendments) to Agreement No. 20-3747 with Dorothea Diemer-Kovacevich DBA DDK Communications, Agreement No. 20-3748 with Full Vision Productions, LLC, Agreement No. 20-3749 with Natalie L. Shore Peterson, and Agreement No. 20-3750 with Reservoir, LLC (Multi-Media Agreements). The proposed Amendments extend the term of the Multi-Media Agreements by two years from three years currently to five years as proposed through June 18, 2025. Furthermore, the proposed Amendments will increase compensation by \$350,000 from \$294,000 currently to \$644,000 as proposed.

The Multi-Media Agreements are being extended due to the contractors' subject matter expertise on topics such as the environment and international commerce; speech writing and presentation coaching; video production as well as their success in delivering quality materials on tight deadlines. Each of these consultants are Very Small Business Enterprises (VSBE), while two are also Women Business Enterprises (WBE). The City of Los Angeles Harbor Department (Harbor Department) is financially responsible for payment of expenses incurred under the agreements.

**RECOMMENDATION:**

It is recommended that the Board of Harbor Commissioners (Board):

1. Find that the Director of Environmental Management had determined that the proposed action is administratively exempt from the requirements of the California Environmental Quality Act (CEQA) under Article II Section 2(f) of the Los Angeles City CEQA Guidelines;
2. Find that in accordance with Los Angeles City Charter Section 1022, it is more feasible for outside contractors to perform this work than City employees;

**SUBJECT: FIRST AMENDMENTS TO AGREEMENTS NO. 20-3747, NO. 20-3748, NO. 20-3749, AND NO. 20-3750 (MULTI-MEDIA AGREEMENTS)**

3. Approve the First Amendments to Agreement No. 20-3747 with Dorothea Diemer-Kovacevich DBA DDK Communications; Agreement No. 20-3748 with Full Vision Productions, LLC; Agreement No. 20-3749 with Natalie L. Shore Peterson; and Agreement No. 20-3750 with Reservoir, LLC;
4. Authorize the Executive Director to execute and the Board Secretary to attest to the First Amendments to Agreement No. 20-3747, Agreement No. 20-3748, Agreement No. 20-3749, and Agreement No. 20-3750 for and on behalf of the Board; and
5. Adopt Resolution No. \_\_\_\_\_.

**DISCUSSION:**

Background – On June 18, 2020, the Board approved contracts with Dorothea Diemer-Kovacevich DBA DDK Communications, Full Vision Productions, LLC, Natalie L. Shore Peterson, and Reservoir, LLC, for as-needed professional writing, editing and production services. The firms were selected through publication of a Request for Proposals (RFP) process in 2020. These agreements provide resources to augment existing Harbor Department staff with as-needed on-call writers, editors, and video production professionals who have the expertise to assist staff in creating high-quality business development reports, scripts and collateral materials. The as-needed consultants provide assistance during unpredictable or overflow work periods. The consultants’ mix of business writing, environmental writing, speech writing, coaching and multi-media backgrounds bring a significant level of expertise to topics such as the environment and international commerce.

Proposed First Amendments – The First Amendments to the Multi-Media Agreements extend the term of the Multi-Media Agreements by two years and increase aggregate compensation across the four agreements by \$350,000. The Harbor Department’s Media Relations and Strategic Communications Division’s efforts have increased significantly in the last three years. The Port now hosts monthly news conferences for national journalists, and the Port’s Executive Director routinely appears on television and radio. The media team uses the consultants to help write speeches, polish multi-media presentation skills and assist in producing a wide range of Port-produced videos. The Agreements are being extended due to the consultants’ subject matter expertise and their success in delivering quality materials on tight deadlines.

City Council Approval Not Required – City of Los Angeles Administrative Code Section 10.5(b)(2), provides an exemption from City Council approval for agreements being extended beyond three years without a new competitive selection process if the annual compensation will not exceed \$100,000 annually, adjusted for inflation. The current 2023 adjusted annual compensation amount for the City Council approval exemption is \$182,536. Although the proposed amendments increase the Multi-Media Agreements term from three to five years, the annual compensation amount for the Agreements (whether considered collectively or individually) will not exceed \$175,000.

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**ENVIRONMENTAL ASSESSMENT:**

The proposed action is the approval of First Amendments to Agreements with Dorothea Diemer-Kovacevich DBA DDK Communications, Full Vision Productions, LLC, Natalie Shore Peterson, Reservoir, LLC, which is an administrative activity. Therefore, the Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of CEQA in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

**FINANCIAL IMPACT:**

Approval of the proposed Amendments will extend the term of the Multi-Media Agreements by two years from three years currently to five years as proposed. In addition, the proposed Amendments will also increase aggregate compensation across the four agreements by \$350,000 from \$294,000 currently to \$644,000 as proposed. Through March 13, 2023, \$238,000 has been spent under the Multi-Media Agreements resulting in \$56,000 of remaining funds under the original Agreement authority of \$294,000.

If the proposed Amendments are approved, staff anticipates spending to occur as follows:

<b>Period</b>	<b>Media Relations</b>	<b>Contingency</b>	<b>Total</b>
June 19, 2020 – March 13, 2023			\$238,000
March 14 – June 30, 2023	\$18,000	\$38,000	\$56,000
FY 2024	\$150,000	\$25,000	\$175,000
FY 2025	\$150,000	\$25,000	\$175,000
<b>Total</b>			<b>\$644,000</b>

Fiscal Year (FY) 2023 funding in the amount of \$18,000 is available within Account 54290 (Outside Professional Services), Cost Center 250 (Media Relations), Program 000, and contingency funds of \$38,000 are available within Account 54290 across other Harbor Department Cost Centers. Funding in the amount of \$150,000 has been requested to be budgeted within Account 54290, Center 250, Program 000, pending Board adoption of the FY 2024 Budget, and contingency funds of \$25,000 are available within other Cost Centers to be used on an as-needed basis, pending fund availability. Funding for future fiscal years will be requested as part of the annual budget adoption process upon Board approval.

The Harbor Department’s financial obligations after the current fiscal year are contingent upon the Board’s appropriation of funds. If any subsequent fiscal year funds are not appropriated by the Board for the work required by the agreements, then the agreements shall be terminated. However, such termination shall not relieve the parties of liability for any obligations previously incurred. A funding out clause is included within the agreements.

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CITY ATTORNEY:

The Office of the City Attorney has prepared and approved the proposed Amendments as to form and legality.

TRANSMITTALS:

1. First Amendment to Agreement No. 20-3747 with Dorothea Diemer-Kovacevich DBA DDK Communications
2. First Amendment to Agreement No. 20-3748 with Full Vision Productions, LLC
3. First Amendment to Agreement No. 20-3749 with Natalie L. Shore Peterson
4. First Amendment to Agreement No. 20-3750 with Reservoir, LLC

FIS Approval MB  
CA Approval SO



PHILLIP SANFIELD  
Director of Media Relations/  
Strategic Communications



DAVID LIBATIQUE  
Deputy Executive Director  
Stakeholder Engagement

APPROVED:

*Marla Bleavins* For

EUGENE D. SEROKA  
Executive Director  
PS:bb