

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802

1 RESOLUTION NO. RES-21-0032

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE AN AGREEMENT WITH
6 SUZANNE P. LAWRENCE DBA ADVISOR BUSINESS
7 SOLUTIONS, WITHOUT ADVERTISING FOR BIDS, FOR
8 CULTURALLY RELEVANT COMMUNICATIONS AND
9 MARKETING SERVICES FOR THE BLACK INFANT
10 HEALTH PUBLIC AWARENESS CAMPAIGN, IN A TOTAL
11 AMOUNT NOT TO EXCEED \$175,000 FOR THE PERIOD
12 OF JANUARY 1, 2021 THROUGH JUNE 30, 2021 WITH THE
13 OPTION TO RENEW FOR ONE ADDITIONAL ONE-YEAR
14 PERIOD

15
16 WHEREAS, on October 13, 2020, City Council authorized an agreement
17 with the California Department of Public Health (“CDPH”) to accept and expend grant
18 funding in the amount of \$1,000,000 for the Black Infant Health Public Awareness
19 Campaign (Campaign); and

20 WHEREAS, the Campaign requires the services of a specialist in
21 communications, marketing, and app development to create a culturally responsive public
22 awareness media campaign centered on the Black Infant Health Program and specifically
23 tailored to Black women across the State of California; and

24 WHEREAS, Suzanne P. Lawrence dba Advisor Business Solutions, Inc.
25 (“Advisor Business Solutions”) has more than 20 years of strategic marketing experience
26 and is uniquely qualified to provide the necessary services; and

27 WHEREAS, Advisor Business Solutions has demonstrated expertise
28 coordinating communications campaigns that are culturally tailored to Black populations;

1 has experience with public health campaigns; proficiency with social media campaigns,
2 experience with computer programming and software application; expertise in data
3 analytics; and has expansive knowledge of the City of Long Beach and its diverse
4 population; and

5 WHEREAS, as a result, no useful purpose would be served by advertising
6 for bids and to do so would constitute an idle and useless act and an unnecessary
7 expenditure of public funds;

8 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
9 follows:

10 Section 1. The above recitals are true and correct and are incorporated
11 herein.

12 Section 2. The City Manager is hereby authorized to enter a contract,
13 with Suzanne P. Lawrence dba Advisor Business Solutions for culturally relevant
14 communications and marketing services for the Black Infant Health Public Awareness
15 Campaign, in an amount of One Hundred Seventy-Five Thousand Dollars (\$175,000), for
16 the period of January 1, 2021 through June 30, 2021, with the option to renew for one (1)
17 additional one-year period, at the discretion of the City Manager.

18 Section 3. This resolution shall take effect immediately upon its adoption
19 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

20 ///

21 ///

22 ///

23 ///

24 ///

25 ///

26 ///

27 ///

28 ///

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of April 6, 2021 by the following vote:

Ayes: Councilmembers: Zendejas, Allen, Price, Supernaw, Mungo, Saro, Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: None.

Recusal(s): Councilmembers: None.


City Clerk