

eComments Report for City Council Meeting Agenda of August 21, 2012

Item	Name	E-mail	Street	Neighborhood	City	St	Zip	Comment	Received
PUBLIC COMMENT:	roberta meyer	romey436@verizon.net			Ojinaga	Chihuahua	32880	Re:cutting services at the Senior Center. Have you visited the facility to see how important these services are? The exercise class I have attended since 2008 helped in my recuperation from 3 surgeries in 2010. Closing programs would have fiscal impact through more hospitalizations due to lack of movement, or higher deaths due to being sedentary. We owe our seniors respect and access to activities that may keep them healthy, both physically and emotionally.	8/19/2012
13. (12-0704) Recommendation to adopt Specifications RFP No. AP12-010; and award a contract to CoreBrand, LLC, of Los Angeles, CA (not an MBE, WBE, SBE or Local), for branding services, in an annual amount not to exceed \$195,000, for a period of one year, with an option to renew for one additional one-year period at the discretion of the City Manager. (District 5)	Ron Antonette	ron@rantonette.com			Long Beach	California	90815	Having read the RFP, I understand the complexities of this assignment. However, there are local consultants and contractors with whom the winning agency could be working, to meet the SBE and local business requirements of doing business with the city. Did CoreBrand adequately fulfill good faith efforts to meet these objectives? To my knowledge, they did not reach out to the local communications community.	8/21/2012
13. (12-0704) Recommendation to adopt Specifications RFP No. AP12-010; and award a contract to CoreBrand, LLC, of Los Angeles, CA (not an MBE, WBE, SBE or Local), for branding services, in an annual amount not to exceed \$195,000, for a period of one year, with an option to renew for one additional one-year period at the discretion of the City Manager. (District 5)	Carol Beckerman	cbeckerman@med-art.org			Long Beach	California	90807	While you have CoreBrand listed as an LA company, they are headquartered in New York. Long Beach businesses are struggling. Long Beach has an abundance of talented, award-winning marketing agencies. I received this RFP and while I wanted my company to submit a proposal, and since we have a long history with the designer of the airport logo, we had no time to do so. I am appalled that the city is awarding this contract to a New York firm. Seriously, how is the city supporting its own tax base?	8/21/2012
* NOTE: Not all information is available due to the recent upgrade to Q2 2012 Release.									