



Central Basin
Municipal Water District

MEMORANDUM

To: David Hill, Interim Chief Operating Officer
From: Annette Ramirez, Public Affairs Manager
Date: February 4, 2013
Subject: Justification of Contract Award

Purpose

Specialized media and public relations services.

Recommendation and Justification for Contract Award

Because Central Basin Municipal Water District is in a transitional period and has come under legislative and media scrutiny, the professional services of a crisis media expert are required and needed immediately to assist the District with correcting misperceptions and misinformation. The District seeks to retain Jasmyne Cannick, media relations consultant, from Feb 4, 2013 through April 30, 2013.

Authorization

The Interim Chief Operating Officer of Central Basin Municipal Water District authorizes Contract Award to Jasmyne Cannick for the procurement of the aforementioned services and waives general liability requirements.

Annette Ramirez, Department Manager

David Hill, Interim Chief Operating Officer