



## AGENDA REPORT

**Meeting Date:** January 5, 2016  
**Item Number:** E-5  
**To:** Honorable Mayor & City Council  
**From:** Kevin Kearney, Senior Management Analyst  
**Subject:** AMENDMENT NO. 2 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND REDBRICK CORP. DBA DESIGN PRINTING FOR PROFESSIONAL PRINTING AND MAILING SERVICES  
**Attachments:** 1. Amendment No. 2 with Redbrick Corp. DBA Design Printing

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### **RECOMMENDATION**

Staff recommends that the City Council approve Amendment No. 2 to the contract with Redbrick Corp. DBA Design Printing to continue providing printing and mailing services for the City. The amendment will extend the termination date to the end of the fiscal year and increase the consideration amount of the agreement by \$30,000 for a total not-to-exceed amount of \$70,000.

### **DISCUSSION**

On September 11, 2014, the Communications Department entered into a two-year contractual agreement with Design Printing for \$40,000 a year to provide the City with printing and mailing services for the Citywide Newsletter and other agreed upon services. The two-year agreement totaled \$80,000.

On October 13, 2014, the City and Design Printing desired to amend the original agreement to a single year contract. The Amendment No. 1 modified the original termination date and consideration amount on the agreement to \$40,000.

The Communications Department entered into a contractual agreement with Design Printing to cover the department's expenses. However, in an effort to prevent the creation of multiple contracts for a single vendor, additional departments have been utilizing the Communication Department's contract for their mailing and printing needs. As a result, the original contract has been servicing the needs of more than just one department.

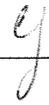
Currently, those departments utilizing the services of Design Printing are the Communications Department for the printing and mailing of the Citywide Newsletter, the Transportation Department for the printing and mailing of one-page community notices, and the Planning Department, Human Services Department and Office of Emergency Management for postcard printing and mailing.

This Amendment No. 2 increases the original contract by \$30,000 for a total not-to-exceed amount of \$70,000, and extends the termination date to the end of this fiscal year. This amendment will satisfy the needs of the departments utilizing the Design Printing contract. For Fiscal Year 2016/17, Staff will be drafting a blanket agreement so that one department's contract is not singularly utilized.

**FISCAL IMPACT**

Funds have been budgeted and are available for this purpose.

Cheryl Friedling  
Approved By



# **Attachment 1**

AMENDMENT NO. 2 TO THE AGREEMENT BETWEEN THE  
CITY OF BEVERLY HILLS AND REDBRICK CORP. DBA  
DESIGN PRINTING FOR PROFESSIONAL PRINTING AND  
MAILING SERVICES

NAME OF CONTRACTOR: Redbrick Corp.dba Design Printing

RESPONSIBLE PRINCIPAL  
OF CONTRACTOR: Paul Bina, President

CONTRACTOR'S ADDRESS: 5364 Venice Blvd.  
Los Angeles, CA 90019  
Attention: Paul Bina, President

CITY'S ADDRESS: City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Attention: Cheryl Friedling, Deputy City Manager

COMMENCEMENT DATE: August 1, 2014

TERMINATION DATE: June 30, 2016

CONSIDERATION: Original Agreement Not to Exceed: \$40,000.00  
Amendment No. 1 and Amendment No. 2 Not to  
Exceed: \$30,000.00  
Total Not to Exceed: \$70,000

AMENDMENT NO. 2 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND REDBRICK CORP. DBA DESIGN PRINTING FOR PROFESSIONAL PRINTING AND MAILING SERVICES

This Amendment No. 2 is to that certain Agreement between the City of Beverly Hills (hereinafter called "CITY"), and Redbrick Corp. dba Design Printing (hereinafter called "CONTRACTOR") dated August 1, 2014 and identified as Contract No. 481-14, as amended by Amendment No. 1 dated October 13, 2014 and identified as Contract No. 551-14 (collectively the "Agreement"), a copy of which is available in the City Clerk's office.

R E C I T A L S

- A. CITY and CONTRACTOR entered into an agreement for printing and mailing services.
  
- B. CITY and CONTRACTOR now desire amend the Agreement to increase the Consideration due to greater than anticipated use of the services.

AGREEMENT

NOW, THEREFORE, the parties agree as follows:

Section 1. The CONSIDERATION shall be amended set forth above on the cover page.

Section 2. The TERMINATION DATE shall be amended as set forth above on the cover page.

Section 3. Exhibit B, "Schedule of Payment and Rates", shall be amended as attached hereto and incorporated herein by this reference.

Section 4. Except as specifically amended by this Amendment No. 2, the remaining provisions of the Agreement shall remain in full force and effect.

EXECUTED the \_\_\_\_\_ day of \_\_\_\_\_, 2016, at Beverly Hills, California.

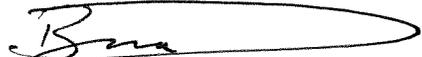
CITY OF BEVERLY HILLS  
A Municipal Corporation

\_\_\_\_\_  
JULIAN A. GOLD, M.D.  
Mayor of the City of Beverly Hills, California

ATTEST:

\_\_\_\_\_  
(SEAL)  
BYRON POPE  
City Clerk

CONTRACTOR: REDBRICK CORP. dba  
DESIGN PRINTING

\_\_\_\_\_  
  
PAUL BINA  
President

\_\_\_\_\_  
  
BIJAN BINA  
Secretary

APPROVED AS TO FORM:

\_\_\_\_\_  
  
DAVID M. SNOW  
Interim City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
MAHDI ALUZRI  
City Manager

\_\_\_\_\_  
  
CHERYL FRIEDLING  
Deputy City Manager of Public Affairs

\_\_\_\_\_  
  
KARL KIRKMAN  
Risk Manager

EXHIBIT B

SCHEDULE OF PAYMENT AND RATES

CITY shall pay CONTRACTOR for the services required by this Agreement in an amount not to exceed \$70,000 based on the rates set forth in Attachment 1 to this Exhibit.

Any additional printing and mailing services requested by CITY shall be as agreed upon between both parties in writing.

ATTACHMENT 1 TO EXHIBIT B

**Cost Details:**

<b>Title</b>	<b>Qty:</b>	<b>Cost *</b>	<b>Unit Cost *</b>
<u><i>Newsletter - 8 Page Self Cover</i></u>			
Print & Mailing	28,200	\$5,850.00	\$0.21
Postage - Standard Rate	25,454	\$4,126.72	\$0.16
<u><i>8.5 x 11 Folded Letter &amp; #10 Envelope</i></u>			
Letter	23,400	\$1,095.00	\$0.05
#10 Envelope	23,400	\$1,195.00	\$0.05
Mailing Services	23,030	\$1,350.00	\$0.06
Postage - Standard Rate	23,030	\$5,163.20	\$0.22
<u><i>5.5 x 8.5 Postcard</i></u>			
Printing	10,500	\$825.00	\$0.08
Mailing Services	10,144	\$760.00	\$0.07
Postage - Standard Rate	10,144	\$1,767.44	\$0.17

\*These charges may fluctuate based on quantity, size and paper, etc.