



CITY COUNCIL AGENDA REPORT



DEPARTMENT: Administration

MEETING DATE: September 4, 2012

PREPARED BY: Alexis Newell, Management Analyst I

AGENDA LOCATION: CC-5

TITLE: Production of "Monrovia Today" Newsletter by Denram Graphics & Printing in the Amount of \$8,351.00 for the 2012-2013 Fall and Winter Issues

OBJECTIVE: To procure printing services for production of upcoming issues of the City's newsletter, "Monrovia Today"

BACKGROUND: Monrovia Today is the official newsletter of the City of Monrovia, published quarterly (January, April, July, and October) and distributed to every residence and business in the community, in addition to being posted and archived on the City's website. The "Monrovia Today" disseminates information, news and publicity on City and community-related items, issues, and major events.

ANALYSIS: Four printers, all of whom are based in Monrovia and belong to the Chamber of Commerce, were contacted and given the opportunity to submit proposals: Denram Graphics & Printing, Hollinhurst Printing, InkSpots and The Paper Mill. The proposal from Denram Graphics & Printing in the amount of \$8,351.00 included mailing and distribution fees and came in the lowest. The proposal from InkSpots in the amount of \$5,340.91 did not include postage cost. The estimated cost of postage for two issues would be approximately \$5,000.00, effectively making their bid higher than Denram. A proposal from The Paper Mill was disqualified because they were not able to print on White 80# Endeavor Recycled Gloss paper as requested in the request for proposal. A fourth proposal from Hollinhurst printing was also disqualified because they did not have a valid Monrovia Business License.

ENVIRONMENTAL IMPACT: This project is in support of the City's environmental accords goal to reduce waste through the use of recycled content paper. In addition, this publication contains a recurring column which includes "greening tips."

FISCAL IMPACT: Funds for this expenditure have been included in the Community Relations budget.

OPTIONS: The following options are presented for consideration:

1. Approve production of the fall and winter issues of "Monrovia Today" by Denram Graphics & Printing
2. Reject all proposals and direct Staff to explore publishing the "Monrovia Today" online only and/or develop alternative printing options.

RECOMMENDATION: Staff recommends approving the production of two issues of "Monrovia Today" by Denram Graphics & Printing.

COUNCIL ACTION REQUIRED: If the City Council concurs, the appropriate action would be a motion to approve production of the 2012-2013 fall and winter "Monrovia Today" newsletters by Denram Graphics & Printing in the amount of \$8,351.00.

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