

HERMOSA BEACH CITY SCHOOL DISTRICT

TO: Board of Education

FROM: Patricia Escalante
District Superintendent

DATE: April 13, 2016

SUBJECT: CONSULTANT AGREEMENT FOR PUBLIC RELATIONS SERVICES

RECOMMENDATION

It is recommended that the Board of Education ratify the consultant agreement with TPRC Communications to provide public relations services.

BACKGROUND

At the March 9, 2016 School Board Meeting, the Board received information on proposal for a District Communication Plan to maximize the effective distribution of information to the community in a compelling, efficient and accessible way. The Board approved a budget of \$25,000 to be used toward a Communication Plan with contracts to be presented at the April 13, 2016 School Board Meeting.