



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Award of Contract for FY 2021/2022 Legal Advertising for the City of Glendale

1. Motion Awarding a Contract to HLR Media, LLC. DBA Glendale Independent and Rejecting All Other Bids

COUNCIL ACTION

Item Type: Consent Calendar

Approved for July 20, 2021 **calendar**

ADMINISTRATIVE ACTION

Submitted by:

Aram Adjemian, City Clerk

Prepared by:

Aram Adjemian, City Clerk

Karen Cruz, Office Services Specialist II

Reviewed by:

Michele Flynn, Director of Finance

Michael J. Garcia, City Attorney

Approved by:

Roubik R. Golanian, P.E., City Manager

RECOMMENDATION

Attached for Council's consideration is a Motion awarding the contract for Legal Advertising for the City of Glendale for FY 2021/2022. It is respectfully recommended that the bid of HLR Media, LLC DBA Glendale Independent be accepted for award of the contract.

BACKGROUND/ANALYSIS

On June 15, 2021, the City Council approved Specification No. 3891 for the FY 2021/2022 Legal Advertising contract and directed the City Clerk to advertise for bids. Three Bids were received on June 30, 2021: HLR Media, LLC DBA Glendale Independent, LCM-News, Inc. DBA Glendale News-Press, and Crescenta Valley Weekly. Glendale Independent quoted the price of \$2.90 per lineal inch for the first insertion and \$2.90 for the subsequent insertion per lineal inch. Glendale News-Press quoted the price of \$2.93 per lineal inch for the first insertion and \$2.93 for the subsequent insertion per lineal inch. Crescenta Valley Weekly quoted the price of \$3.25 per lineal inch for the first insertion and \$3.25 for the subsequent insertion per lineal inch.

FISCAL IMPACT

The City Clerk's advertising account is driven totally by outside forces – the number of hearings being advertised for City Council and various other boards and commissions and the publication of ordinance summaries. There is no control over the number of hearings, as they are generated by public demand. Ordinance summaries are published as they are adopted by the City Council, this also being driven by circumstances beyond the control of the City Clerk. Funding is included in the FY 2021/2022 Budget in Account 44200-1010-CCD-0010-P0000-T0000-F0000-0000-0000.

ALTERNATIVES

Alternative 1: City Council may pass a motion to award a contract for legal advertising for Fiscal Year 2021/2022 to HLR Media, LLC DBA Glendale Independent.

Alternative 2: City Council may reject all bids and call for bids again.

Alternative 3: City Council may consider any other alternative not proposed by staff within the limits of Article VI, Section 11 of the Glendale Charter.

EXHIBITS

1. Advertising Agreement Contract