



Office of Outdoor Recreation

P.O. Box 1609, Mammoth Lakes, CA, 93546

(760) 965-3650

www.townofmammothlakes.ca.gov

MLTPA TASK ORDER 1 Graphic & Design Services Agreement

Date: July 1, 2023 – June 30, 2024
Consultant: Mammoth Lakes Trails and Public Access Foundation (MLTPA)
Project Title: Graphics & Design Support

A. GENERAL CONDITIONS AND BACKGROUND INFORMATION

Contractor shall provide Project / Contract Management and ongoing project coordination services with the Town through the designated point of contact within the Office of Outdoor Recreation (OOR). Contractor shall also provide financial, accounting and project financial tracking support and updates as requested to provide the Town and as necessary oversight bodies requested information. Contractor shall advise Town Manager and OOR point of contact if funding for a designated task is being spent at a greater than anticipated rate that could prevent year-long service delivery or completion of any given task. As directed, Contractor shall make available its staff to attend meetings, provide documents, and produce and provide reports and presentations. As determined by the Town, the parties will review specific Mammoth Lakes Trail System (MLTS) SOPs, related handbooks, plans, reporting documents, task assignment documentation, etc. to determine need for updates. SOP's may be amended from time to time. Upon request, updates to identified documents may be assigned to contractor.

B. SCOPE OF SERVICES

#1a - Public Facing Hard Goods (signage, maps, wayfinding, guides, promotion)

TOML Primary Point of Contact: Andrew Mulford, Trails Program Manager

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support for permanent and temporary sign development, updates, and redesigns including delivery of final approved digital work products for production purposes. Graphics may include, but are not limited to, mapping, messaging, trail use information, and tools for digital access to related materials via QR codes, including websites and social media platforms.

#1b - Graphics & Design Support of Communications & Information

TOML Primary Point of Contact: Lawson Reif, Outdoor Recreation Manager

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support including, but not limited to, trail system information and outreach, closures, seasonal information, public safety, and general information as requested including delivery of final approved digital work products for production purposes. Graphics to be delivered will be developed consistent with relevant MLTS Standard Operating Procedures (SOPs).

#1c Trail Maps & Guides

TOML Primary Point of Contact: Andrew Mulford, Trails Program Manager

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support including, but not limited to, updating and creation of new maps and guides, review of forward-facing products including how-to and stewardship materials, and delivery of

final approved digital work products for production purposes. Graphics to be delivered will be developed consistent with relevant MLTS Standard Operating Procedures (SOPs).

#1d - Marketing & Promotions

TOML Primary Point of Contact: Gretchen Haselbauer – Outdoor Recreation Coordinator

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support and delivery of final approved digital work products for production purposes, including, but not limited to, promotional materials, shirts, event flyers, and related materials including support for stewardship events, meetings, MLTS programs, and other relevant graphic needs as requested. Graphics to be delivered will be developed consistent with relevant MLTS Standard Operating Procedures.

C. TOWN PROVIDED DOCUMENTS

Additional documents may be provided by the Town per the consultant's request.

D. PROPOSED PROJECT SCHEDULE

Project Initiation Date	July 1, 2023
Deliver all final products (editable and non)	June 30, 2024

Project tasks will be assigned as needed, at which time more specific schedules and milestones will be addressed.

E. CONTACT PERSONS: TOML

Agreement Management

Daniel C. Holler
Town Manager
760-709-2950
dholler@townofmammothlakes.ca.gov

Program Coordination, Task Assignments, Invoice Processing, & Designated alternate POC for all Service Areas

Lawson Reif
Outdoor Recreation Manager
760-923-8247
lreif@townofmammothlakes.ca.gov

F. CONTACT PERSONS: MLTPA

Agreement Management

Silver Chesak
Vice President, MLTPA Board
760-914-1977
silver@footloosesports.com
Financial, Task, and Hours Tracking

Program Coordination, Task Assignments, designated alternate POC for all Service Areas excluding finances and invoicing

John Wentworth
CEO, MLTPA
213-309-5637
johnwentworth@mltpa.org
Invoicing

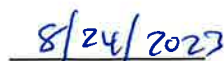
Jennifer Crittenden
Operations Manager, MLTPA
(858) 205-9530
jennifercrittenden@mltpa.org

Julie English
Enrolled Agent, Tax Accountant for MLTPA
(619) 800-1185
accounting@mltpa.org

IN WITNESS WHEREOF, this Task Order has been executed under the provisions as stated in the original *Agreement for trails coordination services* between the Town of Mammoth Lakes and **Mammoth Lakes Trails and Public Access Foundation (MLTPA)** effective as of **July 1, 2023**. By the signatures below, the parties hereto agree that all terms and conditions of this Task Order and previously agreed upon *Agreement for trails coordination services* shall be in full force and effect.



Daniel C. Holler
Town Manager
Town of Mammoth Lakes



Date


Silver Chesak
VICE President, MLTPA Board of Directors
MLTPA Foundation


Date

NB: MLTPA CEO John Wentworth's participation in efforts identified in this work order is as an uncompensated volunteer member of the MLTPA Board of Directors pending recruitment and hiring of qualified MLTPA staff. John Wentworth's participation is wholly consistent with section "3.2.3 Contractor's Representative" of the "TOWN OF MAMMOTH LAKES SERVICES AGREEMENT FOR TRAILS COORDINATION SERVICES BETWEEN THE TOWN OF MAMMOTH LAKES AND THE MLTPA FOUNDATION FOR MAMMOTH LAKES TRAIL SYSTEM AND RELATED SERVICES (July 1, 2023)."