

**MEMORANDUM OF UNDERSTANDING BETWEEN THE
COUNTY OF HUMBOLDT AND THE CITY OF EUREKA TO ESTABLISH GENERAL
CONDITIONS AND GUIDELINES FOR JOINT MARKETING ACTIVITIES**

This Memorandum of Understanding ("MOU") is entered into by and between the County of Humboldt ("County") and the City of Eureka ("City"), a municipal corporation, and is effective this 28 day of May 2019 ("Effective Date").

WHEREAS, the City and County have a history of financial partnership in funding county-wide marketing strategies; and,

WHEREAS, The City and County have worked together for over 40 years to market the region; and,

WHEREAS, both the City and the County recognize benefits of collaboration in the realm of marketing, branding, and promotion; and,

WHEREAS, Eureka is the county-seat, the most populated City in the County, contains nearly half of the hotel rooms in the County, and is home to many of the region's most recognized attractions; and,

WHEREAS, while the City and County have different contexts and needs that may require some deviations in marketing strategies, the two jurisdictions' separate strategies can still be well-coordinated and complementary.

NOW THEREFORE, based on the terms recited above, the parties enter into this memorandum of understanding:

1. Open sharing of resources, data, information, products, photos, videos, and other marketing-related materials produced by the staff and/or consultants of either party.
2. Quarterly re-occurring staff meetings and coordination.
3. An on-going commitment to work towards alignment of marketing strategies where possible and, where necessary, towards separate yet harmonized strategies that are well-coordinated and complementary.
4. This MOU may be amended. Any party may initiate an amendment to this MOU by written request. Any proposed amendment must be mutually agreed upon by all parties.

WHEREFORE, the governing bodies of each of the parties below has authorized and approved this Memorandum of Understanding on the date stated below:

COUNTY OF HUMBOLDT:

By: 
Rex Bohn, Chair
Board of Supervisors of the County of Humboldt
State of California

CITY OF EUREKA:

By: 
Susan Seaman, Mayor

Approved as to Administration:

By: 
Greg L. Sparks, City Manager

Approved as to form:

By: 
Robert Black, City Attorney

Attest:

By: 
Pamela J. Powell, City Clerk