1615 Second Street • P.O. Box 150 • Napa, CA 94559 • 707-226-3711

CITY OF CALESTONA

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April 19, 2011

CITY MAHAGER

City of Calistoga 1232 Washington Street Calistoga, CA 94515

RE: City of Calistoga Request for Proposal for Legal Advertisement

Dear Ms. Sneddon, City Clerk

Enclosed is our Proposal for Legal Advertisements for the City of Calistoga. Please contact me for any information if needed. I can be reached by phone 707-256-2274 or e-mail nalessio@napanews.com

Thank you,

Rona alessio

Nona Alessio, Classified Advertising Manager



CITY OF CALISTOGA REQUEST FOR PROPOSALS FOR CITY-WIDE ADVERTISING PRINTING/PUBLISHING SPECIFICATIONS

July 1, 2011 - June 30, 2012

INTRODUCTION

The City of Calistoga (City) is soliciting proposals for the provision of official advertising services pursuant to Section 6000, et seq. for the City for a 12 month period, beginning July 1, 2011. Upon selection of the most qualified, cost effective and responsive adjudicated newspaper (Contractor), the City will execute a contract for services.

This Request for Proposal (RFP) describes the City's basic needs. You are encouraged to identify other services beyond these minimum required services which you can provide to address the City's needs and describe any progressive approaches that would reduce City costs and/or increase advertising efficiency and effectiveness.

DESIGNATION

During the period of this contract, the newspaper shall be known and designated as the "official newspaper of the City of Calistoga" as required by Government Code Section 6000, et seq.

SCOPE

The scope of services desired includes at a minimum the advertising by the City of Calistoga in accordance with State and local regulations: e.g. Sections 6000 through 6040 of the Government Code.

TYPE OF LEGAL ADVERTISING

Official legal notices for the City of Calistoga will consist of printing and publishing the following:

- 1) Ordinances
- 2) Public Hearing/Meeting notices
- 3) Formal bid notices
- 4) Election notices

City of Calistoga Request for Proposals for City-wide Advertising Page 2 of 8

COPIES OF ADVERTISEMENT

During the term of the contract two Affidavits of Publication to the City Clerk within one week of the last publication of the item.

PUBLISHING

PUBLISHING SCHEDULE

Advertisements and notices shall be placed in the body of the newspaper and shall be published for the number of days directed by the officer requiring such publication. Publishing of advertisements and other notices on a supplemental sheet to the newspaper will not be acceptable.

In the event that the newspaper that is awarded the advertising contract for the City of Calistoga is unable to publish on the date required by the City, the City may choose an alternative newspaper in order to meet publication deadline/requirements.

ACCURACY OF PUBLISHING

The Contractor shall submit a draft to be proofread by the respective City department. If errors are found after the sample proof has been checked, a revised corrected proof shall be submitted immediately to said department for approval prior to the publication of the printed advertisements or notices. All printing done hereunder that does not strictly comply with the copy or copies furnished shall be corrected and republished by and at the expense of the Contractor.

NON-COMPLIANCE

Contractor shall first proofread all printing done under this contract before submitting the same to the City for checking, and if upon checking by City errors are found, City may request a revised proof for approval before publication of the same by Contractor. In case it is necessary to republish due to the fault of the Contractor, no charge, or charges shall be made for the previous printing or publication, and should the same not be republished, no charge whatsoever shall be made to City thereof.

Contractor shall provide miscellaneous advertising requirements of the City. Contractor shall submit appropriate price list with the bid.

LEGAL NOTICE TYPE REQUIREMENTS

Unless otherwise directed by the City, all legal advertising shall be set at no larger than eight (8) point type.

CITY-WIDE ADVERTISING

GENERAL SPECIFICATIONS

PROPOSAL

In the determination of awarding the contract, the City Council shall be the sole judge as to which bid best meets the needs and requirements of the City and its decision shall be accepted as final.

CONTRACT

A Professional Services Agreement with appropriate attachments is to be completed, signed, and dated by the Contractor. A current Calistoga Business License is to be in effect during the term of the contract. All insurance certificates as indicated in the attached professional services agreement must be submitted with the proposal.

This entire Request for Proposal, or any item(s) thereof, shall become part of the contract upon its acceptance by the City Council of the City of Calistoga. The complete contract shall consist of the Notice Inviting Request for Proposals, the entire Proposal (including Specifications), or any item(s) thereof, addenda. Additional provisions will be added to the final contract consistent with this notice. Contractor will be provided with a copy of the executed contract.

TERM OF CONTRACT

The term of any contract awarded pursuant hereto shall be from July 1, 2011 through June 30, 2012.

ELECTRONIC DELIVERY

Contractor shall have the capability to receive typeset matter and proofs via email. Contractor shall provide City an email address to be used for transmission of typeset matter.

TERMINATION/PENALTIES

Whenever, in the opinion of the City, the said service is unsatisfactory, the Contractor shall be advised of the reasons. If the Contractor fails to correct the unsatisfactory conditions within five days, the City may declare this contract terminated and contract with another supplier. It shall be understood and agreed that the contract may be terminated by either party upon thirty days written notice.

Whenever Contractor has confirmed receipt of an ad placement either electronically or by facsimile and/or City has returned to Contractor an approved ad proof and Contractor then fails to publish the advertisement on one or more of the dates already confirmed and approved, the next ad placement of similar nature shall be published at no cost to the City for the same number of run dates that were missed by the Contractor.

Notwithstanding any provision to the contrary, City shall have no obligation to give more than two notices of unsatisfactory performance in any calendar year. In the event two such notices of unsatisfactory performance are given in any calendar year, and in the event that Contractor shall again fail to satisfactorily perform services pursuant to this Contract, City may thereupon terminate this contract immediately.

RATES

The rates proposed to be charged the City shall be designated for each column inch for a first publication, each column inch for a second publication, and each column inch for all additional publications. Each bid shall indicate that the rates proposed to be charged the City do not exceed the customary rates charged by the bidder's newspaper for the publication of legal notices of a private character.

City of Calistoga Request for Proposals for City-wide Advertising Page 4 of 8

PAYMENT AND INVOICING

Invoices shall be mailed or delivered to City of Calistoga, Attention: City Clerk, 1232 Washington St, Calistoga, CA 94515. Invoices shall include the name of the City Department and/or City Employee who ordered the advertising; or a coding system sufficient to enable the City Clerk to identify the department responsible for placing the order. City shall pay to the Contractor in due course of payments following the end of calendar month and the receipt from the Contractor of invoices for material delivered by the Contractor and accepted by the City during such calendar month.

NOTE: Payment may be seriously delayed if invoices do not clearly reflect contract number and department number as provided by City at time of submission of advertisement.

EXPENDITURES

Total annual expenditures under this contract are estimated (without guarantee) to be: \$20,000.

PAYMENT TERMS

Describe timely payment discount offered, if any.

CITY-WIDE ADVERTISING

SECTION A: BID PROPOSAL FORM

BIDS MUST BE RECEIVED BY: Friday, April 29, 2011 at 10:00 a.m. in the Office of the City Clerk.

QUESTIONS regarding this bid should be referred to Susan Sneddon, City Clerk (707) 942-2807 or email ssneddon@ci.calistoga.ca.us.

PRINTING OF OFFICIAL AND LOCAL CLASSIFIED ADVERTISING to be furnished to the City of Calistoga during the period commencing July 1, 2011 through June 30, 2012.

SECTION A: GENERAL

1.	This newspaper is published/day(s) per week, on the following days:
2.	Indicate column format:
	Legal
	Display
3.	This newspaper observes the following holidays:
	new Gears, Christmas, Memorial Day, 4th of July
	The deadline to submit publications for holidays is:
	5 to 7 Susiness days prior Roliday publication
4.	Can your newspaper reduce blueprint drawings/maps for publication? If so, is there an additional cost (indicate cost)
5.	If proofreading is required by the City, what is the deadline to submit information?
	Legals 5 Luseness days prior to publication Display 5 Luseness days prior to publication
6.	DECLARATION OF NON-COLLUSION
	The undersigned certifies (or declares) under penalty of perjury that this bid is genuine and not sham or collusive, or made in the interest or on behalf of any person, firm, or corporation not herein named; that the contractor has not directly or indirectly induced or solicited any other contractor to put up a sham bid, or any other person, firm, or corporation to refrain from bidding, and that the contractor has not in any manner sought by collusion to secure to himself any advantage over other contractors.
7.	DECLARATION OF ADJUDICATION

8. ERRORS AND OMISSIONS

Government Code Section 6000, et seq.).

The undersigned understands and agrees that the City of Calistoga will not be responsible for any error or omission on the part of the undersigned in making this proposal.

The undersigned certifies (or declares) under penalty of perjury that the named newspaper is adjudicated as a newspaper of general circulation by the State of California (as defined by

9. DECLARATION OF NON-DISCRIMINATION

In the performance of any contract awarded pursuant to these specifications, the undersigned understands and agrees that it shall not discriminate against any employee or applicant for employment because of age, sex, marital status, physical handicap, race, color, religion, ancestry, or national origin. Contractor will take affirmative action to ensure the applicants are employed, and that employees are treated during employment without regard to their age, sex, marital status, physical handicap, race, color, religion, ancestry or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Contractor shall post in conspicuous place, available to employees and applicants for employment, notices setting forth the provisions of this Fair Employment Practices paragraph.

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	on behalf of _	Mapa Val	Les Publish A Service Provide		Deckly	Calesty	ò

SECTION B: LEGAL ADVERTISING

- 1. Legal advertising to be accomplished as no larger than eight (8) point on 9.5 leading.
- 2. See the enclosed "Exhibit 1": Please typeset and indicate cost to publish as a legal ad.
- 3. Dollar rate per column inch: \$ 7.48
- 4. \$ 7/. 05 (cost estimate)

SECTION C: DISPLAY ADVERTISING

ITEM	DESCRIPTION
1.	Display advertising to be accomplished as follows: Format: ROP (Run of Publication)
2.	Does the rate change, depending upon number of publications or size of ad?
	YesX_ No If so, please indicate

- 3. See the enclosed "Exhibit 2" to typeset and set up as 2 column by 6 inch ad.
- 4. Dollar rate per column inch: \$ 6.35
- 5. \$ 76.20 (cost estimate)

SECTION D: CIRCULATION

CONTRACTOR'S QUALIFICATION - LEGAL ADVERTISING

Attach a copy of U.S. Postal Service "Statement of Ownership Management and Circulation" Form PS 3526 filed for 2010, and the circulation amount for February 2011. Please also include the number of paid subscription in the 94515 zip code area. If available, please verify the newsrack sales for 2010. Please include the most recent Weekly Postal Report.

PROFESSIONAL SERVICES AGREEMENT

The selected consultant will be required to enter into a City standard Professional Services Agreement (attached Exhibit 3). Two signed copies of the Professional Services Agreement shall be submitted with the RFP. All other required insurance certifications and documentation shall be submitted to the City within ten (10) days of award of the contract, prior to execution of the agreement by the City.

Particular attention should be given to the Indemnity and Insurance sections in the Professional Services Agreement. These sections are not negotiable and will be included unaltered in the final agreement.

CONTRACTOR MUST COMPLETE AND SIGN BELOW:	
Firm Name Mapa Valley Publishing. The Weekle Prone (707) 256-20	34
	•
Address 1615 2nd St Mana CA 94559	
(Street) (City) (State) (Zip)	
S/ m South Title Publisher	

(Signature of Corporate Officer or person authorized to sign bids and contracts on behalf of the Contractor)

Vendors submitting a sealed proposal for the provision of official City advertising must complete and submit the following form(s) no later than 10:00 a.m. on Friday, April 29, 2011, to the Office of the City Clerk, City of Calistoga, 1232 Washington Street, Calistoga, CA 94515. The sealed proposal must be clearly labeled "PROPOSAL FOR OFFICIAL ADVERTISING SERVICES", Friday, April 29, 2011, 10:00 AM" in the bottom left hand corner.

ALL SIGNATURES ON BIDS SHALL BE ACCOMPANIED BY AN APPROPRIATE (i.e.: CORPORATE, PARTNERSHIP OR INDIVIDUAL) NOTARIAL ACKNOWLEDGMENT. NO BID WILL BE CONSIDERED FOR AN AWARD OF CONTRACT UNLESS SUCH NOTARIAL ACKNOWLEDGMENT IS RECEIVED.

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	2. Publication Number	3. Filing Date 9/30/2010
THE WEEKLY CALISTOGAN	67-2180	17
4. Issue Frequency	5. Number of Issues Published Annually	6, Annual Subscription Price
WEEKLY	52	\$25.00
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street	et, city, county, state, and ZIP+4®)	Contact Person
1458 LINCOLN AVENUE	1 00-	Stephen Shurkey Telephone (Include area code)
CALISTOGA WAPA COUNTY	CA 44515	707-256-2244
8. Complete Mailing Address of Headquarters or General Business Office of Po	ublisher (Not printer)	•
1615 SECOND STREET	- '	
NAPA, CA 94559		·
9. Full Names and Complete Malling Addresses of Publisher, Editor, and Mana	ging Editor (Do not leave blank)	
Publisher (Name and complete mailing address) BRENDA SPETH		
	NAPA CA	94559
1615 SECOND STREET	NATA, CAT	,,,,,
Editor (Name and complete mailing address) OUG ERNST		. ·
1458 LINCOLN AVENUE	CALISTOGA	CA 94515
Manually Califor (Mores and complete malling address)	->(-)	
JOHN WATERS VK.		
1458 LINCOLN ÁVENNE	CALISTOGA	CA 94515
10. Owner (Do not leave blank. If the publication is owned by a corporation, give	·· 	
names and addresses of all stockholders owning or holding 1 percent or me	ore of the total amount of stock. If not owne	d by a corporation, give the .
names and addresses of the individual owners. If owned by a partnership of each individual owner, if the publication is published by a nonprofit organiza		ng address as well as those of
Full Name	Complete Mailing Address	
LEE ENTERPRISES INC.	201 N HAR	RISON STREET
(SEE ATTACHED)	DAVEN PORT,	IOWA 52801
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* .		
11. Known Bondholders, Mortgagess, and Other Security Holders Owning or		
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Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or	→ □ None Complete Maliling Address	
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	1615 SECOND STREET NAPA, CA 94559			<u> </u>
i I	5. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Publisher (Name and complete mailing address) BRENDA SPETH			
	1615 SECOND STREET	NAPA, CA 9	4559	<u>·</u>
	DOUG ERNST	CALISTOGA O	A 945	15
	Managing Editor (Name and complete mailing address)			
	1458 CINCOLN AVENUE	CALISTOS-A,	A 945	<u>515</u>
	10. Owner (Do not leave blank, if the publication is owned by a corporation, give the names and addresses of all slockholders entling or holding 1 percent or more names and addresses of the Individual owners. If two words by a preparation of each Individual owner. If the publication is published by a remprofit organization. Lee Enterprises, Inc. 201 N. Harri	of the tolal emount of stock. If not owned by a per unkcorporated firm, give its name and ac a, give its name and address.) Son, St Dayenmort, I own 52861	s corporation, give the idress as well as thos	ed .
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	UBS Financial Services Inc., 1200 Harbor Bhrd, Veërbaarbër, NJ 07086 Pershing LLC Securities Geoporation, i Pershing Pieza, Jersey City, NJ 07389 Raymond, Lames & Associales, Inc., 800 Carlieo Parlosay, S.L Petersburg, Pt. 33716	Stame, Agee & Leach; Inc., 813 Shades Creek Parki Yelis Fargo Investments, LLC, 608 2nd Avenue S., i	szy, Suite 100-9, Birminghan Vüsneapolis, IAN 55402	i, At. 35209
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i.	·	P3 Form \$323, September 2017 (Page 2 of 3)		

EXHIBIT 1

NOTICE OF PUBLIC HEARING BY THE CALISTOGA CITY COUNCIL

NOTICE IS HEREBY GIVEN, by the City Council of the City of Calistoga that a Public Hearing will be conducted on Tuesday, March 15, 2011, at 7:00 p.m. in the Calistoga Community Center, 1307 Washington Street, Calistoga, County of Napa, State of California, at which time and place testimony will be considered on the following item:

Consideration of a General Plan Amendment to adopt an updated Housing Element. The proposed update presents a comprehensive set of housing policies and actions for meeting the City's housing needs during 2007-2014 housing period and meets the requirements of state housing element law.

In accordance with the California Environmental Quality Act (CEQA), an Initial Study/CEQA Checklist has been prepared for the above referenced project. The Planning and Building Department has determined that the proposed project will not have a significant adverse effect on the environment. A Notice of Intent to Adopt Negative Declaration was prepared and circulated for a 30-day comment period starting January 16, 2011. The City Council will consider adopting the Negative Declaration for the project.

NOTICE: If you challenge a city's zoning, planning, or other decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Council at, or prior to, the public hearing. Judicial review of any City administrative decision may be heard only if a petition is filed with the court not later than the 90th day following the date upon which the decision becomes final. Judicial review of environmental determinations may be subject to a shorter time period for litigation, in certain cases 30 days following the date of final decision.

Beginning Saturday, March 12, 2011, no later than 12:00 noon the City Council report for this item will be available online at http://www.ci.calistoga.ca.us. For additional information, please call the City Clerk's office at 707-942-2805.

BY ORDER OF THE CALISTOGA CITY COUNCIL

SUSAN SNEDDON City Clerk

City of Calistoga

PUBLIC NOTICE
NOTICE OF PUBLIC HEARING BY THE CALISTOGA CITY COUNCIL

NOTICE IS HEREBY GIVEN, by the City Council of the City of Calistoga that a Public Hearing will be toga that a Public Hearing will be conducted on Tuesday, March 15, 2011, at 7:00 p.m. in the Calistoga Community Center, 1307 Washington Street, Calistoga, County of Napa, State of California, at which time and place testimony will be considered on the following items. considered on the following item: Consideration of a General Plan Amendment to adopt an updated Housing Element. The proposed update presents a comprehensive set of housing policies and actions for meeting the City's housing needs during 2007-2014 housing period and meets the requirements of state housing element law. In accordance with the California

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BY ORDER OF THE CALISTOGA CITY COUNCIL SUSAN SNEDDON City Clerk City of Calistoga 145738



NOTICE OF SPECIAL MEETING

The public is invited to attend a Special Joint Meeting of the Community Resources Commission and the Planning Commission, on March 16, 2011 at 5:30 pm in the Community Center at 1307 Washington Street. The Community Resources Commission and Planning Commission will consider the *Preliminary Draft Napa Countywide Climate Action Plan*, including the consideration of local greenhouse gas emission (GHG) reduction targets and local GHG reduction actions.

Staff will provide a status update of the Green Initiatives Program and the public will have the opportunity to ask questions and comment on draft materials. For more information regarding these matters please visit the City's website at www.ci.calistoga.ca.us or call (707) 942-2827.

13. Publication	Title		14. Issue Date for Circulation Data Below							
THE	N	IEEKLY CALISTOGAN	9/23/2	2010						
15. Extent and	d Naf	ure of Circulation WEEKLY	Average No. Copies Each issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date						
a. Total Numbe	r of (Copies (Net press run)	1429	1449						
	(1)	Malled Outside-County Paid Subscriptions Stated on PS Form 3541(Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	48	47						
b. Paid Circulation (By Mail and	(2)	Malled In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	280	280						
Outside the Mail)	(3)	Paid Distribution Outside the Mails including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	675	6.88						
	(4)	Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)	0	0						
c. Total Paid Di	stribu	tion (Sum of 15b (1), (2), (3), and (4))	1003	1015						
	(1)	Free or Nominal Rate Outside-County Copies included on PS Form 3541	0	0						
d. Free or Nominal Rate Distribution	(2)	Free or Nominal Rate in-County Copies included on PS Form 3541	0	0						
(By Mail and Outside the Mall)	(3)	Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	0	0						
	(4)	Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	210	212						
e. Total Free c	r No	minal Rate Distribution (Sum of 15d (1), (2), (3) and (4))	210	212						
f. Total Distrib	ution	(Sum of 15c and 15e)	1213	1227						
g. Coples not	Distri	buted (See Instructions to Publishers #4 (page #3))	216	222						
h. Total (Sum	of 15	f and g)	1429	1999						
I. Percent Pai (15c divided		5f times 100)	82.6 %	82.7%						
If the p	ublica	ntement of Ownership ation is a general publication, publication of this statement is required. The ber 30, 2019 issue of this publication.	red. Will be printed	Publication not required.						
17. Signature a	nd 711	le of Editor, Publisher, Business Manager, or Owner		9/30/2010						

I certify that all Information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

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Total Average Qualified Print	Total Verified Print	I cual single copy	Total Circle Cons	Employee/Contractor	University Copies	Educational Copies	Single Copy	i owi nome belivery	Home Delivery - Targeted	Home Delivery - Requested	Home Delivery	Verified Print	iodi Fald Busiless/ i ravejer Frint	Hotel - rurchased for Koom/Looby	Hotel - Guest Refund	Group Subscriptions (Designated Employees)	Paid Business/Traveler Print	Total individually-Paid Print	Single Copy	Total Home Delivery and Mail	HD and Mail < 25% Basic Rate	HD and Mail >= 25% Basic Rate	Home Delivery and Mail	Individually-Paid Print		Faragraph 1A: Average Qualified Print	
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