

RESOLUTION NO. 2019- R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING AN AGREEMENT WITH CONVERSANT LLC IN THE AMOUNT OF \$150,000.00 FOR THE CREATION AND MONITORING OF A DIGITAL ADVERTISING CAMPAIGN TO PROMOTE TOURISM IN THE CITY; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT ON BEHALF OF THE CITY; AND DECLARING AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS:

PART 1. The agreement with Conversant LLC in the amount of \$150,000.00 to create and provide a digital advertising campaign to promote tourism in the City is approved.

PART 2. The City Manager or his designee is authorized to execute the contract on behalf of the City.

PART 3. This resolution shall become effective immediately from and after its passage.

ADOPTED on October 15, 2019.

Jane Hughson
Mayor

Attest:

Jamie Lee Case
City Clerk