

RESOLUTION NO. 2020-241R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING A CHANGE IN SERVICE TO THE AGREEMENT WITH CONVERSANT, LLC (CONTRACT NO. 219-402) IN THE AMOUNT OF \$50,000.00 FOR THE CREATION AND MONITORING OF A DIGITAL ADVERTISING CAMPAIGN TO PROMOTE TOURISM IN THE CITY FOR A TOTAL CONTRACT PRICE OF \$200,000.00 AND AUTHORIZE THREE ONE-YEAR TERM RENEWALS IN AN ESTIMATED ANNUAL AMOUNT OF \$150,000.00; AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO EXECUTE THE APPROPRIATE DOCUMENTS TO IMPLEMENT THE CHANGE IN SERVICE; AND DECLARING AN EFFECTIVE DATE.

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

PART 1. A Change in Service to the agreement with Conversant, LLC (Contract No. 219-402) in the amount of \$50,000.00 for the creation and monitoring of a digital advertising campaign to promote tourism in the City for a total contract price of \$200,000.00 is approved and Council hereby authorizes three one-year term renewals in an estimated annual amount of \$150,000.00.

PART 2. The City Manager or his designee is authorized to execute the appropriate documents to implement the change in service.

PART 3. This resolution will be in full force and effect immediately from and after its passage.

ADOPTED on November 4, 2020.

Jane Hughson
Mayor

Attest:

Tammy K. Cook
Interim City Clerk