

## RESOLUTION 2018 - 098

---

A RESOLUTION APPROVING AND AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT AND APPLICATIONS TO EXPAND ITS COMMUNICATIONS PROGRAM TO INCLUDE RELEASE OF A CITIZEN ENGAGEMENT APP, DEVELOPMENT AND IMPLEMENTATION OF A MARKETING/BRANDING CAMPAIGN TO INCLUDE A SOCIAL MEDIA CAMPAIGN TO PROMOTE CITY BENEFITS AND ASSETS AND USE OF TECHNOLOGICAL TOOLS TO MAKE FINANCIAL DATA READILY AVAILABLE TO THE PUBLIC ON THE CITY WEBSITE AND TO UPDATE THE CITY WEBSITE HOMEPAGE USING ADMINISTRATION AND CITY CLERK COMMUNICATION BUDGET DOLLARS UP TO AN AMOUNT OF \$20,000; PROVIDING FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

---

**WHEREAS**, the City of Powder Springs ("City") previously approved the initiation of certain citizen and public outreach campaigns using technological tools to include an online portal relating to Geographic Information System to enable parcel specific correspondence relating to citizen concerns and enhanced protection of online security measures;

**WHEREAS**, said citizen and public outreach campaigns include App development for citizen use, a marketing effort to promote City benefits and assets and the inclusion of the City's financial data on its website;

**WHEREAS**, the City desires to include these additional technological tools to complete its communications program and update the city website homepage utilizing communication funds within the Administration and City Clerk budgets;

**NOW THEREFORE**, be it hereby resolved by the Mayor and Council of the City of Powder Springs that the Mayor is authorized to execute agreements and complete applications to complete the citizen engagement App, to develop and implement a marketing/branding effort to promote the City's benefits and assets and to make available on its website detailed financial data and update the City's website homepage using communication funds within the Administration and City Clerk budgets up to an amount of \$20,000, with any required agreement subject to review and approval by the City Attorney. This Resolution shall take effect immediately upon adoption.


**SO RESOLVED** this 18<sup>th</sup> day of June, 2018.



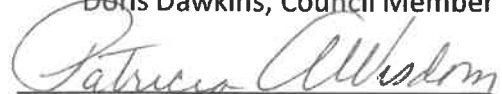
Albert Thurman, Mayor



Patrick Bordelon, Council Member




Doris Dawkins, Council Member



Patricia Wisdom, Council Member

RESOLUTION 2018 - 098

---

  
Henry Lust, Council Member

  
Thelma C. Farmer, Council Member

Attest:   
Kelly Axt, City Clerk