

RESOLUTION 2019 - 015

A RESOLUTION APPROVING AND AUTHORIZING THE MAYOR TO EXECUTE AGREEMENTS IF NEEDED FOR PROFESSIONAL SERVICES FOR MARKETING, COMMUNICATIONS, INFORMATION TECHNOLOGY AND BUSINESS RELATIONS; 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 to develop and implement a marketing/branding effort to promote the City's benefits and assets; and

WHEREAS, a fall campaign released the new city logo and tagline and launched the "PD Did you Know" initiative to promote the City, which resulted an increase in Facebook page fans by 62.3%, Instagram followers by 18.3%, and twitter followers by 6.4%; and

WHEREAS, the City desires to continue its marketing campaign on social media sites with several initiatives designed to encourage engagement, including introduction and use of a City hashtag, engaging in photo reposting and interacting on social media with businesses based in the City; and

WHEREAS, the City requires professional services related to information systems management and business relations, and funding exists within the communications and economic development budget for said services;

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 if needed for temporary professional services for marketing, communications, information technology and business relations as described in Attachment A, limited to the use of existing funds from the communications and economic development budgets and subject to review and approval by the City. This Resolution shall take effect immediately upon adoption.

SO RESOLVED this 18th day of February, 2019.

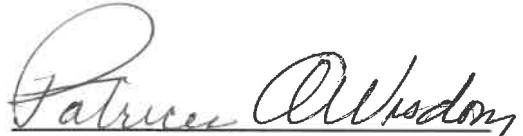

Albert Thurman, Mayor

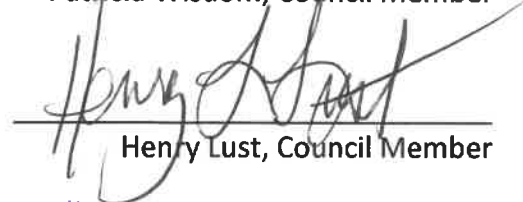

Patrick Bordelon, Council Member


Doris Dawkins, Council Member

[additional signatures]

RESOLUTION 2019 - 015


Patricia Wisdom, Council Member


Henry Lust, Council Member


Thelma C. Farmer, Council Member

Attest: 
Kelly Axt, City Clerk