

RESOLUTION AUTHORIZING CONTRACTS FOR AUDIENCE ENGAGEMENT AND MARKETING STRATEGY CONSULTING SERVICES

WHEREAS, the North Central Texas Council of Governments (NCTCOG) is a Texas political subdivision and non-profit corporation organized and operating under Texas Local Government Code Chapter 391 as the regional planning commission for the 16-county North Central Texas region; and,

WHEREAS, NCTCOG is a voluntary association of, by and for local governments established to assist in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development; and,

WHEREAS, a Request for Proposals (RFP) #2024-002 for Audience Engagement and Marketing Strategy Consulting Services was advertised and proposals received on December 5, 2023; and,

WHEREAS, proposals were evaluated by a committee comprised of NCT9-1-1 and NCTCOG staff; and,

WHEREAS, following evaluation, it is recommended that contracts be awarded to Eddy Communications dba Eddy Alexander, K Strategies, Brunch and Slay dba BAS Media, and Milrose Consultants, LLC, dba Masterplan; and,

WHEREAS, the contracts are intended to be utilized by NCTCOG, its member governments and other participating entities as part of NCTCOG's TXShare Cooperative Purchasing Program; and,

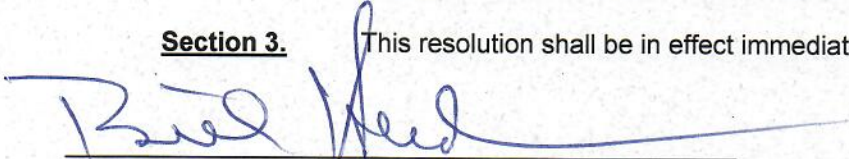
WHEREAS, NCTCOG has complied with federal and State regulations regarding contract and procurement proceedings for this Procurement #2024-002.

NOW, THEREFORE, BE IT HEREBY RESOLVED THAT:

Section 1. Contracts between NCTCOG and Eddy Communications dba Eddy Alexander, K Strategies, Brunch and Slay dba BAS Media, and Milrose Consultants, LLC, dba Masterplan, for Audience Engagement and Marketing Strategy Consulting Services for maximum five (5) year terms, be and are hereby approved.

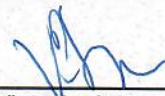
Section 2. The Executive Director or designee is authorized to execute contractual agreements necessary to carry out this program, including agreements with member governments and other entities wishing to participate in NCTCOG's TXShare Cooperative Purchasing Program, in the name of the North Central Texas Council of Governments.

Section 3. This resolution shall be in effect immediately upon its adoption.



Bill Heidemann, President
North Central Texas Council of Governments
Mayor, City of Corinth

I hereby certify that this Resolution was adopted by the Executive Board of the North Central Texas Council of Governments on January 25, 2024.



Victoria Johnson, Secretary-Treasurer
North Central Texas Council of Governments
Councilmember, City of Burleson