



GRAND RAPIDS PUBLIC UTILITIES COMMISSION AGENDA ITEM

AGENDA DATE: June 26, 2024

AGENDA ITEM: Consider a motion to ratify the procurement contract with WDIO for the water system chlorination video production and a commercial spot not to exceed \$10,645.

PREPARED BY: Julie Kennedy, General Manager

BACKGROUND:

This purchase is part of our Legionella mitigation communications plan. WDIO will produce one new 30-second Water System Chlorination TV commercial and program delivery of 166 spots on air plus 24,000 digital video streaming impressions between June 30, 2024, and July 8, 2024.

RECOMMENDATION:

Ratify the procurement contract with WDIO for the water system chlorination video production and a commercial spot not to exceed \$10,645.