



# STAFF REPORT

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**MEETING DATE:** April 15, 2024

**MEETING TYPE:** City Council

**SUBMITTED BY:** Katherine Lindsey

**AGENDA CAPTION:** A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HUTCHINS, TEXAS, APPROVING AND AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE THE TERMS AND CONDITIONS OF AN AGREEMENT BY AND BETWEEN THE CITY AND \_\_\_\_\_ FOR PROFESSIONAL SERVICES FOR THE REBRANDING INITIATIVE; AND PROVIDING FOR AN EFFECTIVE DATE. Presented by: Katherine Lindsey, Assistant to the City Administrator

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## **Background Information**

The City Council interviewed three firms: North Star Place Branding + Marketing on March 4th, BrandEra Inc. on March 18th and Pavlik and Associates, LP on April 1st. The City Council is set to discuss the interviews during a work session to be held on April 15<sup>th</sup>. This Resolution would allow the City Administrator to enter negotiations with the firm chosen during the stated work session.

## **Budget Implications**

The total budgeted cost of the project is \$75,000 which includes professional services and production of printed materials and merchandise such as business cards, vehicle logos, and uniforms.

## **Operational Impact**

Choosing the best firm is paramount to ensuring the project's success and thus betterment of the City.

## **Legal Review**

The City Attorney approved the resolution.

## **Staff Recommendation**

NA

## **Supporting Documentation and Attachments**

1. Resolution