



STAFF REPORT

MEETING DATE:	May 13, 2024
MEETING TYPE:	City Council
SUBMITTED BY:	Katherine Lindsey
AGENDA CAPTION:	Discuss and consider Resolution R2024-05-1192, OF THE CITY COUNCIL OF THE CITY OF HUTCHINS, TEXAS, APPROVING AND AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE AN AGREEMENT BY AND BETWEEN THE CITY AND BRANDERA INC. FOR PROFESSIONAL SERVICES FOR THE REBRANDING INITIATIVE IN AN AMOUNT NOT TO EXCEED \$75,000.00; AND PROVIDING FOR AN EFFECTIVE DATE. Presented by: Katherine Lindsey, Assistant to the City Administrator

Background Information

On April 15th, 2024 the City Council authorized the City Administrator to enter contract negotiations with their chosen firm, BrandEra Inc., for professional services to lead the rebranding project. Attached is the proposed contract for Council approval.

Budget Implications

This item was included in the adopted annual budget. The total budgeted cost of the project is \$75,000 which includes professional services and production of collateral.

Operational Impact

This project will help improve the image of the City and provide direction for strategic planning and decision making.

Legal Review

The contract and resolution was approved by the City Attorney.

Staff Recommendation

Staff recommends that the City Council approves Resolution No. 2024-04-1189 approving and authorizing the City Administrator to execute an agreement by and between the city and brandera inc. for professional services for the rebranding initiative in an amount not to exceed \$75,000.00; and providing for an effective date.

Supporting Documentation and Attachments

1. Resolution
2. Contract