

**CITY OF HUTCHINS  
RESOLUTION R2024-05--1192**

**A RESOLUTION 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.**

**WHEREAS**, the City Council approved funds in the FY 2023-2024 Annual Budget to hire a firm to provide professional services to lead a Rebranding Initiative; and

**WHEREAS**, an RFP No. 2023-10-02 for - Professional Marketing Services - Rebranding Initiative was issued on October 2, 2023 and after conducting interviews, the City Council authorized the City Administrator to enter negotiations with BrandEra Inc.; and

**WHEREAS**, the City Council of the City of Hutchins finds it in the best interest of the City of Hutchins to authorize the City Administrator to execute a contract with BrandEra Inc. for professional services to lead the Rebranding Initiative.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY OF HUTCHINS, TEXAS, THAT:**

**SECTION 1.** The City, acting through its governing body, hereby authorizes the City Administrator to execute an agreement with BrandEra Inc. to lead the Rebranding Initiative.

**SECTION 2.** This Resolution shall become effective immediately from and after its passage.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Hutchins, Texas, this the 13th day of May 2024.

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Mario Vasquez, Mayor

ATTEST:

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Cynthia Olguin, City Secretary  
(04-30-2024: 4872-6092-6138, v. 1)