



Meeting Date: April 25, 2024 **Agenda Type:** Consent Items for Action

From: Laura Rivers **Reviewed by:** Laura Rivers
Chief of Staff Chief of Staff

Submitted by: Laura Rivers **Approved by:** Ryan Kelso
Chief of Staff Chief Executive Officer

RECOMMENDED ACTION: Authorize CEO or His Designee to Negotiate and Execute a First Amendment to the Professional Services Agreement with Public Relations Advertising Company doing business as Vladimir Jones for a Three-Year Strategic Communication and Marketing Plan

BACKGROUND

On December 7, 2023, New Braunfels Utilities (“NBU”) and Public Relations Advertising Company doing business as Vladimir Jones (the “Professional”) entered into a Professional Services Agreement (the “Agreement”) for all labor, material, and equipment necessary to provide (i) a three-year strategic communication and marketing plan to be completed within 90 days after the effective date, and (ii) account management, public relations services, crisis communication, digital/media services, creative services, and strategic insight services to be provided on an hourly basis within one year after the effective date (the “Services”);

Initially, the Agreement did not require Board approval because the cost for the Services totaled \$242,000 and did not exceed the \$250,000 threshold for Board approval required by the NBU Purchasing Policy. NBU and the Professional have identified a need to increase (i) the travel expenses included in the Agreement related to the three-year strategic communication and marketing plan and (ii) the not to exceed amount for the Services related to immediate and on-going services.

NBU and the Professional agree to amend the Agreement to increase (i) the travel expenses from \$20,000 to \$22,000 related to the three-year strategic communication and marketing plan, and (ii) the not to exceed the amount of compensation for the Services from \$25,000 to \$55,000 related to immediate and on-going services.

FINANCIAL IMPACT

The total financial impact for the First Amendment is \$59,000. The total contract amount for the Agreement and the First Amendment with Vladimir Jones for the Project is \$301,000.

LINK TO STRATEGIC PLAN

Customers and Community

People and Culture

Stewardship

EXHIBITS

1. First Amendment to Professional Services Agreement with Public Relations Advertising Company
Dbm Vladimir Jones