RESOLUTION NO. 2013-016

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, APPROVING THE TERMS AND CONDITIONS OF THE PROFESSIONAL SERVICES AGREEMENT FOR "LOVE THE BRANCH" MARKETING CAMPAIGN BETWEEN THE CITY OF FARMERS BRANCH, TEXAS, AND THE MILLER AD AGENCY; AUTHORIZING ITS EXECUTION BY THE CITY MANAGER; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council has been presented with a proposed Professional Services Agreement for "Love the Branch" Marketing Campaign (herein the "Agreement) engaging the services of the Miller Ad Agency to develop and implement a "Love the Branch" seven month radio and internet marketing campaign for the City of Farmers Branch, and being further described in Exhibit "A" attached hereto; and

WHEREAS, upon full review and consideration of the Agreement, and all matters related thereto, the City Council is of the opinion and finds that the terms and conditions thereof should be approved, and that the City Manager should be authorized to execute the Agreement on behalf of the City of Farmers Branch, Texas;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THAT:

SECTION 1. The terms, provisions, and conditions of the Professional Services Agreement for "Love the Branch" Marketing Campaign, a copy of which is attached hereto as Exhibit "A", be and the same are, hereby approved.

SECTION 2. The City Manager is hereby authorized to execute the Professional Services Agreement for "Love the Branch" Marketing Campaign on behalf of the City, and any amendments or other instruments related thereto.

SECTION 3. This Resolution shall become effective immediately upon its approval.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, ON THE 5th DAY OF MARCH, 2013.

ATTEST: **APPROVED:**

_____   _____

Angela Kelly, City Secretary   William P. Glancy, Mayor

APPROVED AS TO FORM:

_____

Peter G. Smith, City Attorney
(PGS:02-28-13:58107)

Exhibit "A"
Professional Services Agreement for
"Love the Branch" Marketing Campaign

(to be attached)