



Legislation Details

File #: 24-1021 **Version:** 1 **Name:**

Type: Motion **Status:** Future Agenda

File created: 6/14/2024 **In control:** City Council

On agenda: 6/25/2024 **Final action:**

Title: Motion authorizing execution of a one-year professional services agreement with two one-year options, for communication and education services for Corpus Christi Water with Morehead Dotts Rybak, Inc. (aka MDR Advertising), of Corpus Christi, in an amount up to \$240,000.00 in management fees and up to \$1,260,000.00 in media allowance for an amount not to exceed \$1,500,000.00 with a potential amount up to \$4,500,000.00 if options are exercised, with FY 2024 funding of \$375,000.00 from the Water Fund.

Sponsors: Corpus Christi Water, Contracts and Procurement

Indexes:

Code sections:

Attachments: 1. 24-1021 Agenda Memo - CCW Media, 2. SA 5862 CCW Marketing Communication Campaign Svcs, 3. June 25 Council Meeting_Lergistar, 4. Scoring Matrix

| Date | Ver. | Action By | Action | Result |
|-----------|------|--------------|--------|--------|
| 6/25/2024 | 1 | City Council | | |