

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION awarding a contract to Tonic, Inc., of Kansas City, MO, for the creative design of an advertising and marketing campaign for use by COMBAT, at a cost to the County not to exceed \$4,900.00.

RESOLUTION #17649, August 15, 2011

INTRODUCED BY Dan Tarwater, County Legislator

WHEREAS, the mission and goals of the COMBAT Review Committee and the Jackson County Drug Commission include an increase in public awareness of COMBAT within the community through advertising and marketing efforts; and,

WHEREAS, the Director of Finance and Purchasing recommends the award of a contract for the creative design of an advertising and marketing campaign for use by COMBAT to Tonic, Inc., of Kansas City (Jackson County), MO at a cost to the County not to exceed \$4,900.00; and,

WHEREAS, pursuant to section 1030.5, Jackson County Code, 1984, competitive bidding is not required when a purchase does not exceed \$5,000.00 in a one-year period; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri that award be made as recommended by the Director of Finance and Purchasing and that the Director be, and hereby is authorized to execute for the County any documents necessary to the

accomplishment of the award; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment on the contract.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

John D. Harder
Chief Deputy County Counselor

W. [Signature]
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17649 of August 15, 2011, was duly passed on August 22, 2011 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8

Nays 0

Abstaining 0

Absent 1

8/23/11
Date

Mary Jo Spino
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 008 4401 56210
ACCOUNT TITLE: Anti-Drug Sales Tax
COMBAT Administration
Advertising
NOT TO EXCEED: \$4,900.00

August 10, 2011
Date

[Signature]
Director of Finance and Purchasing

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res. Ord. No.: 17649

Sponsor(s): Dan Tarwater

Date: August 15, 2011

<p>SUBJECT</p>	<p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>A resolution authorizing the County Executive to execute agreements with Tonic, Inc. for the creative design of a marketing campaign to be used by Jackson County COMBAT, at a cost to the County not to exceed \$4,900.00</u></p>												
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$4,900.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0.00</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$4,900.00</td> </tr> <tr> <td>Amount budgeted for this item *:</td> <td>\$0.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td></td> </tr> <tr> <td>008 Anti-Drug, 4401 COMBAT Administration, 56210 Advertising</td> <td>\$4,900.00</td> </tr> </table> <ul style="list-style-type: none"> If account includes additional funds for other expenses, total budgeted in the account is: \$30,042.00 <p><input type="checkbox"/> No budget impact (no fiscal note required)</p> <p>Prior Year Budget (if applicable): Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$4,900.00	Amount previously authorized this fiscal year:	\$0.00	Total amount authorized after this legislative action:	\$4,900.00	Amount budgeted for this item *:	\$0.00	Source of funding (name of fund) and account code number:		008 Anti-Drug, 4401 COMBAT Administration, 56210 Advertising	\$4,900.00
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008 Anti-Drug, 4401 COMBAT Administration, 56210 Advertising	\$4,900.00												
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date): Prior resolutions and (date):</p>												
<p>CONTACT INFORMATION</p>	<p>RLA drafted by: Dave Fleming, Planning & Development Administrator, 881-3572</p>												
<p>REQUEST SUMMARY</p>	<p>A resolution authorizing the County Executive to execute agreements with Tonic, Inc. for the creative design of a marketing campaign to be used by Jackson County COMBAT, at a cost to the County not to exceed \$4,900.00</p> <p>Background: The Anti-Drug Sales Tax fund authorizes the County to execute agreements and contracted service for the purpose of providing substance abuse treatment, prevention, grant match, and other anti-drug initiatives in the community.</p> <p>Recommendations from the Review Committee and the Drug Commission, along with the adoption of the COMBAT mission and goals, included an increased public awareness effort within the community. As such, COMBAT will begin to increase public awareness through a number of advertising and marketing efforts. The creative work of Tonic will be the foundation of those efforts. The advertising and marketing projects were included as a part of the overall COMBAT budget and have been reviewed and approved by the Drug Commission and Legislature.</p>												

CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	Exhibit A (Disbursement Details); Missouri Dept. of Public Safety Recovery JAG Grant Application	
REVIEW	Department Director: <i>Alison D. Smith</i>	Date: 8-5-2011
	Finance (Budget Approval): If applicable <i>Abraham Ball</i>	Date: 8-5-2011
	Division Manager: <i>[Signature]</i>	Date: 8/8/11
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the _____ Fund in _____.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # _____
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

Fiscal Note:

This expenditure was included in the Annual Budget.

PC# 44012011006

Date: August 2, 2011

~~ORD~~/RES # 17649

<u>Department / Division</u>	<u>Character/Description</u>	<u>Not to Exceed</u>
Anti-Drug Sales Tax		
<u>4401 - COMBAT Administration</u>	<u>56210 - Advertising</u>	<u>4,900</u>
<u>Total</u>		<u>4,900</u>

Deborah Ball 8-2-11
Budgeting

TONIC

BRAND THERAPY.
 1627 main street, suite 301
 kansas city, missouri 64108
 816.221.9716 | f 816.221.8339
 www.tonicUP.com

Date	Invoice #
07/29/11	5447

Bill To
Angie Jeffries COMBAT/Jackson County, MO 415 E. 12th Street, 9th Floor Kansas City, MO 64106

P.O. #	Terms	Job #
	Net 15	JC1101

Description	Amount
Concept, Creative & Design: Combat Outdoor Campaign	4,900.00
Total	\$4,900.00