



Jackson County Missouri

Jackson County Courthouse
415 E. 12th Street, 2nd floor
Kansas City, Missouri
64106
(816)881-3242

Legislation Text

File #: 17939, Version: 0

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION authorizing the Director of Finance and Purchasing to execute contracts for television air time for use by the Parks and Recreation Department, with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, at an actual aggregate cost to the County not to exceed \$46,491.00.

RESOLUTION #17939, July 2, 2012

INTRODUCED BY Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department has been developing an updated marketing plan, logo, and brand and is now ready to move forward with an advertising campaign to promote on-line registration for activities and drive internet traffic to the Jackson County website; and,

WHEREAS, in consideration of the unique nature of the television industry and the specific markets served by and viewership ratings of each television station or provider, the Director of Parks and Recreation recommends the purchase of television air time for this campaign from the following television stations:

<u>VENDORS</u>	<u>AMOUNT</u>
Meredith Corporation d/b/a KCTV 5, Fairway, KS	\$10,095.00
KCCP Trust d/b/a Time Warner Cable Milwaukee, WI	\$12,336.00

Fox Entertainment Group d/b/a WDAF-TV Kansas City (Jackson County), MO	\$7,000.00
Hearst-Argyle Television, Inc. d/b/a/ KMBC-TV Kansas City (Jackson County), MO	\$10,000.00
Scripps Howard Broadcasting d/b/a NBC Action News Kansas City (Jackson County), MO	\$7,060.00
Total	<u>\$ 46,491.00</u>

now therefore,

BE IT RESOLVED that contracts be authorized as recommended by the Director of Parks and Recreation, and that the Director of Finance and Purchasing be, and is hereby, authorized to execute for the County contracts with Meredith Corporation d/b/a KCTV 5 of Fairway, KS, KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI, Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO, Hearst-Argyle Television, Inc., d/b/a KMBC-TV of Kansas City, MO, and Scripps Howard Broadcasting d/b/a NBC Action News of Kansas City, MO, in a form to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director is authorized to make all payments, including final payment on the contracts.

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

APPROVED AS TO FORM:

Chief Deputy County Counselor

County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17939 of July 2, 2012, was duly passed on July 2, 2012 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8 Nays 0
Abstaining 0 Absent 1

Date

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: 003 1601 56210
ACCOUNT TITLE: Park Fund
Director - Parks
Advertising
NOT TO EXCEED: \$31,491.00

ACCOUNT NUMBER: 001 1221 56210
ACCOUNT TITLE: General Fund
Communications
Advertising
NOT TO EXCEED: \$15,000.00

Date

Director of Finance and Purchasing