



# Jackson County Missouri

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

## Legislation Text

File #: 16898, Version: 0

### IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

**A RESOLUTION** authorizing the County Executive to execute contracts for television production, marketing, and 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 \$54,540.00.

**RESOLUTION #16898**, May 11, 2009

**INTRODUCED BY** Fred Arbanas, County Legislator

WHEREAS, the Parks and Recreation Department has a need for television production, marketing, and air time for its marketing campaign; 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 award of contracts for this campaign to the following vendors:

<u>VENDORS</u>		<u>AMOUNT</u>	
Meredith			Corporation
		\$10,000.00	
d/b/a KCTV 5			
Fairway, KS			
KCCP Trust			
d/b/a	Time	Warner	Cable
		\$15,000.00	
Milwaukee, WI			
Fox	Entertainment		Group

		\$10,000.00	
d/b/a WDAF-TV			
Kansas City (Jackson County), MO			
Hearst-Argyle	Television,		Inc.
	\$ 13,540.00		
d/b/a/ KMBC-TV			
Kansas City (Jackson County), MO			
d/b/a	Scripps Howard Broadcasting		
	NBC	Action	News
		\$ 6,000.00	
Kansas City (Jackson County), MO			
Total		<hr/>	
		\$ 54,540.00	

now therefore,

BE IT RESOLVED that award be made as recommended by the Director of Parks and Recreation, and that the County Executive 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 of Finance and Purchasing 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 #16898 of May 11, 2009, was duly passed on May 18, 2009 by the Jackson County Legislature. The votes thereon were as follows:

Yeas

\_\_\_\_\_  
9  
\_\_\_\_\_  
0

Nays

Abstaining

\_\_\_\_\_  
0  
\_\_\_\_\_  
0

Absent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Spino, Clerk of Legislature

\_\_\_\_\_  
Mary

\_\_\_\_\_  
Jo

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: \$54,540.00

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director of Finance and Purchasing