

CITY OF SEGUIN

RESOLUTION NO. \_\_\_\_\_

STATE OF TEXAS

**A RESOLUTION OF THE CITY COUNCIL OF SEGUIN, TEXAS APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH CHANDLERTHINKS FOR THE DEVELOPMENT OF A BRAND AND TAGLINE FOR THE CITY OF SEGUIN; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND DECLARING AN EFFECTIVE DATE**

**WHEREAS**, in February 2015 the City established a branding/website committee to oversee projects resulting in a branding campaign and development of a new website; and

**WHEREAS**, in May 2015 the Committee released a Request for Proposals for the branding campaign; and

**WHEREAS**, eight firms submitted response out of which the Committee interviewed the top four firms; and

**WHEREAS**, due to their qualifications and experience Chandlerthinks was selected as the best firm for the City's branding project; and

**WHEREAS**, the Committee recommends approving the attached Agreement in the amount of \$59,500, plus up to \$6,000.00 in travel expenses.

**NOW THEREFORE BE IT RESOLVED** by the City Council of the City of Seguin:

**SECTION 1.** The City Council of Seguin, Texas hereby approves the attached Agreement with Chandlerthinks.

**SECTION 2.** The City Manager is hereby authorized to execute the attached Agreement.

**SECTION 3.** This Resolution is effective from and after the date of its passage.

**PASSED AND APPROVED** this 7<sup>th</sup> day of July 2015.

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**DON KEIL**  
**MAYOR**

**ATTEST:**

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**Thalia Stautzenberger**  
**City Secretary**