

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Museums and Cultural Affairs

AGENDA DATE: 12/22/2009

CONTACT PERSON NAME AND PHONE NUMBER: Sean McGlynn, MCAD Director, 541-4898

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Approve a resolution authorizing the City Manager to sign an Amendment to the January 12, 2009 Interlocal Agreement entitled Temporary Advertising Services Agreement between the City of El Paso and the County of El Paso, Texas, ("County") amending the Scope of Service. This amendment does not affect the budget of the City of El Paso.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

This resolution formalizes an amendment to the original interlocal agreement between the County and City to amend the exhibits to be advertised under the agreement. Since the Museum of Art was unable to secure the exhibit entitled Impressionism, the exhibit entitled Microscopias was to be promoted with the funds under this contract.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

Yes. The Council approved an interlocal agreement between the County of El Paso and the City on January 12, 2009 for the purposes of providing temporary advertising services for exhibits at the Art and History Museums.

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

This item does not affect the budget. 54150061/07349/G540904/54000

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Manager be authorized to sign an Amendment to the January 12, 2009 Interlocal Agreement entitled Temporary Advertising Services Agreement between the City of El Paso and the County of El Paso, Texas, ("County") amending the Scope of Service. This amendment does not affect the budget of the City of El Paso.

ADOPTED this _____ day of _____, 2009.

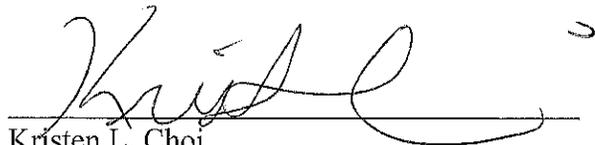
CITY OF EL PASO

John F. Cook, Mayor

ATTEST:

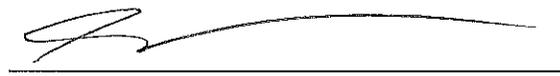
Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:



Kristen L. Choi
Assistant City Attorney

APPROVED AS TO CONTENT:



Sean P. McGlynn, Director
Museums and Cultural Affairs Department

STATE OF TEXAS)
)
COUNTY OF EL PASO)

AMENDMENT TO TEMPORARY ADVERTISING SERVICES AGREEMENT

On the 12th day of January, 2009, the County of El Paso, Texas (hereinafter called "County") and the City of El Paso, A Texas home-rule municipality, acting through the El Paso Museum of Art, (hereinafter called "Contractor") entered into a Temporary Advertising Services Agreement (attached hereto and made a part hereof for all purposes). The Parties now desire to amend the Agreement for good and valuable consideration specified herein. All sections of the Agreement not specifically amended herein shall remain in full force and effect.

- 1. Section 1, SCOPE OF SERVICES, shall be amended as follows:
- 2. SCOPE OF SERVICES. Contractor will provide direct out-of-town tourist promotion and advertising of El Paso County and its vicinity as the site of the 2009 El Paso Museum of Art Harry Ransom Exhibit, Microscopias Exhibit, El Paso Aviation Exhibit, and will, through such advertising and promotion, solicit and bring visitors to El Paso County, as described in Exhibit B attached hereto.

IN WITNESS WHEREOF, the parties execute this Amendment to Agreement.

ATTEST:

THE COUNTY OF EL PASO

Delia Briones
County Clerk

Anthony Cobos 9/21/09
County Judge Anthony Cobos
Date: September 21, 2009

ATTEST:

THE CITY OF EL PASO

City Clerk

Ms. Joyce Wilson
El Paso City Manager

APPROVED AS TO FORM:

APPROVED AS TO FORM:

[Signature]
Assistant County Attorney

[Signature]
Assistant City Attorney

11/10/09-408

Exhibit B

EVENT ADVERTISING BUDGET (REVISED)

**El Paso Museum of Art and History
Aviation; Ransom Center; Microscopias**

**HOT Marketing Budget
Expense**

	City/Region/National	Size/Price/Duration
Magazines		
American News (Microscopias)	National	\$5,325 full page, 4 color
Art de Mexico (Microscopias)	Mexico	\$4,000 full page, 4 color
Art Lies (Ransom)	Texas	\$365 full page, 4 color
Aviation Week (Aviation)	Country	\$1,925 1/2 page, 4 color
Pilot Journal (Aviation)	Country	\$500 1/2 page, black and white
True West Magazine (Aviation)	Southeast Arizona	\$2,185 full page, black and white
Radio/PSAs		
Aviation	Tucson	\$500 \$250 per month
Aviation	Outskirts Santa Fe	\$500 \$250 per month
Aviation	Midland/Odessa	\$500 \$250 per month
Aviation	Lubbock	\$500 \$250 per month
Aviation	Chihuahua City	\$500 \$250 per month
Aviation	Santa Fe	\$500 \$250 per month
Aviation	Albuquerque	\$500 \$250 per month
Production		\$500
Rack Cards/Brochures		
Rack Cards (Aviation)		\$486 2500 printed
Production (Aviation)		\$200
Newspapers		
Truth of Consequences Herald (Aviation)	New Mexico	\$300 1/2 page, Tuesday printing weekly
The INK Newspaper (Aviation)	West Texas, New Mex	\$900 1/2 page, color
El Diario De Chihuahua (Aviation)	Delicias, Cuahtemoc	\$504 1/2 page, color
El Diario De Chihuahua (Ransom)	West Texas, New Mex	\$1,900 Full page, color, Sunday, Monday
Albuquerque Journal (Ransom)	New Mexico	\$2,882 1/2 Page, Sunday, Monday
El Diario De Chihuahua (Microscopias)	West Texas, New Mex	\$1,900 Full page, color, Sunday, Monday
Albuquerque Journal (Microscopias)	New Mexico	\$4,628 Full Page, Sunday, Monday
Copyright Release - (Ransom Center)		\$1,000
Total HOT Advertising Budget		\$33,000