

**DEFERRED**

**GENERAL MEETING OF THE BOARD OF DIRECTORS  
OF THE  
CENTRAL TEXAS REGIONAL MOBILITY AUTHORITY**

**RESOLUTION NO. 05-12**

WHEREAS, the Central Texas Regional Mobility Authority ("CTRMA") was created pursuant to the request of Travis and Williamson Counties and in accordance with provisions of the Transportation Code and the petition and approval process established in 46 Tex. Admin. Code § 26.01, *et seq.* (the "RMA Rules"); and

WHEREAS, the Board of Directors of the CTRMA has been constituted in accordance with the Transportation Code and the RMA Rules; and

WHEREAS, in Resolution No. 04-20, the Board of Directors found that marketing services relating to toll tags and the use of CTRMA projects were important to the operations of the CTRMA and of the 183-A Turnpike Project and directed its staff to issue a Request for Proposals (RFP) for firms interested in providing marketing services to the CTRMA; and

WHEREAS, based on a review of the responses to the RFP and the interviews conducted, the Executive Director recommended to the Board of Directors that the services of TateAustin be retained to provide marketing services; and

WHEREAS, in Resolution No. 04-48, the CTRMA Board of Directors authorized and approved of the retention of TateAustin to provide marketing services for the CTMRA and authorized the Executive Director to negotiate an agreement with TateAustin, to be executed upon the approval of the full CTRMA Board; and

WHEREAS, the Executive Director has negotiated a Marketing Services Agreement with TateAustin, attached hereto as Attachment "A."

NOW THEREFORE, BE IT RESOLVED, that the CTRMA Board of Directors hereby approves the entry into a Marketing Services Agreement in the form attached hereto as Attachment "A" with TateAustin for the provision of marketing services related to toll tags and the use of CTRMA projects; and

BE IT FURTHER RESOLVED, that the Chairman is authorized to execute such Agreement on behalf of the CTRMA.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 26th day of January, 2005.

Submitted and reviewed by:

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C. Brian Cassidy  
General Counsel for the Central  
Texas Regional Mobility Authority

Approved:

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Robert E. Tesch  
Chairman, Board of Directors  
Resolution Number 05-12  
Date Passed 01/26/05