

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

RESOLUTION NO. 06-46

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 43 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. 04-48, dated September 29, 2004, the Board of Directors authorized and approved the retention of Kerry Tate Communications, Inc. d/b/a TateAustin ("TateAustin") to provide marketing services for the CTRMA; and

WHEREAS, in Resolution No. 05-19, dated February 23, 2005, the Board of Directors approved execution of a Marketing Services Agreement (the "Marketing Services Agreement") with TateAustin and the Marketing Services Agreement was fully executed and effective as of March 2, 2005;


WHEREAS, it has been determined that the Marketing Services Agreement should be amended to address several terms and provisions in a manner that would be beneficial to the CTRMA and its ongoing operations, the proposed amendments being set forth in concept on Attachment "A" attached hereto and incorporated herein for all purposes.

NOW THEREFORE, BE IT RESOLVED, that the CTRMA Board of Directors authorizes and approves the proposed amendments as set forth in concept on Attachment "A" attached hereto and hereby directs staff to prepare an Amendment to the Marketing Services Agreement which sets forth such amendatory language; and

BE IT FURTHER RESOLVED, that the CTRMA Board of Directors hereby approves the entry into the formal Amendment provided for above and authorizes and directs the Executive Director to finalize and execute the Amendment on behalf of the CTRMA, with such Amendment being effective as of the date of such execution by all parties.

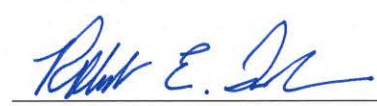
Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 30th day of August, 2006.

Submitted and reviewed by:



Tom Nielson
General Counsel for the Central
Texas Regional Mobility Authority

Approved:



Robert E. Tesch
Chairman, Board of Directors
Resolution Number 06-46
Date Passed 08/30/06

Attachment "A"
To Resolution 06-46
Proposed Amendments to TateAustin
Marketing Services Agreement

1. Eliminate the requirement to complete a signed work authorization. The Contractor will be required to complete tasks at the direction of the CTRMA and within the budget established by CTRMA Board with due oversight through the budgetary process.

2. Extend the contract to June 30, 2007. The contract is currently set to expire on March 1, 2007. This is just before the opening of 183A and in the middle of a budget year. Extending the contract allows the Contractor to complete work associated with the opening of 183A and all staff adequate time to complete a new selection process if necessary. The extension would also allow the contract to align with budget years, making contract management more efficient.

3. Increase the total contract amount from \$750,000 to \$1,200,000. This is consistent with the budgeted amount authorized by the CTRMA Board for the 2006-2007 budget year. With the planned opening of 183A there is a significant boost in the budget for communication and marketing activities. Many of the costs are pass-through costs for advertising, printing and material production activities. These pass-through activities are charged to the TateAustin Contract. With the current public outreach campaign and the increased marketing activities planned through the opening of 183A, it is anticipated the current \$750,000 contract amount will be exceeded before the opening of 183A.