



**CENTRAL TEXAS
Regional Mobility Authority**

AGENDA ITEM #7 SUMMARY

Approve an amendment to the contract with Crosswind Communications, LLC, for communication and marketing services.

Strategic Plan Relevance: Regional Mobility, Innovation

Department: Communications

Associated Costs: Supplements not to exceed \$300,000 per Contract Extension

Funding Source: Operating fund, and Capital Funds of the MoPac Improvement Project, Bergstrom Expressway, Oak Hill Parkway, 183 North, SH 45 SW, and MoPac South Projects

Board Action Required: Approval of Contract Extension Supplement

Description of Matter:

On January 28, 2015, the Board approved a resolution authorizing the Executive Director to execute an amendment to the contract with Crosswind Communications, LLC, to extend the contract termination date from July, 31 2015 to December 31, 2015. To provide ongoing marketing and public relations services and support for ongoing operations and projects under development and construction, the Executive Director recommends amending the contract to provide additional funding for services provided under the contract, in an amount not to exceed \$300,000 for the extension ending December 31, 2015.

Reference: Draft Amendment
Draft Resolution

Contact: Mario Espinoza, Deputy Executive Director
Rick L'Amie, Communications Manager

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

RESOLUTION NO. 15-___

**APPROVING AN AMENDMENT TO THE CONTRACT WITH
CROSSWIND COMMUNICATIONS, LLC, FOR COMMUNICATION
AND MARKETING CONSULTING SERVICES.**

WHEREAS, by Resolution No. 11-099 enacted on July 28, 2011, the Board awarded a contract to Crosswind Communications, LLC, (“Crosswind”) to provide communications and marketing consulting services to the Mobility Authority (the “Contract”); and

WHEREAS, the Contract has been amended pursuant to Resolution No. 13-026, enacted on April 24, 2013, and pursuant to Resolution No. 15-006, enacted January 28, 2015, and will terminate on December 31, 2015; and

WHEREAS, at the request of the Mobility Authority, under the Contract as amended Crosswind has provided and continues to provide ongoing public relations and marketing support as well as communications services for the MoPac Improvement, Manor Expressway, Oak Hill Parkway, Bergstrom Expressway, 183 North, SH 45 SW, and MoPac South Projects; and

WHEREAS, the Executive Director recommends amending the Contract to provide additional compensation for necessary services until the Contract terminates on December 31, 2015.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors hereby approves and authorizes the Executive Director to execute an amendment to the Contract with Crosswind Communications, LLC, to increase the compensation payable under the Contract by an amount not to exceed \$300,000 for the Contract period previously extended to December 31, 2015.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 27th day of May, 2015.

Submitted and reviewed by:

Approved:

Andrew Martin, General Counsel

Ray A. Wilkerson
Chairman, Board of Directors