

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

RESOLUTION NO. 07-17

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, dated May 5, 2004, 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) from firms interested in providing marketing services to the CTRMA; and

WHEREAS, in Resolution No. 04-48, dated September 29, 2004, 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, in Resolution No. 05-19, dated February 23, 2005, the CTRMA Board of Directors approved entry into a Marketing Services Agreement with TateAustin for the provision of marketing services related to toll tags and the use of CTRMA projects; and

WHEREAS, the Marketing Services Agreement between the CTRMA and TateAustin expires on June 30, 2007; and

WHEREAS, marketing consultant services continue to be important to the operations of the CTRMA and its projects; and

WHEREAS, the Board of Directors desires that staff initiate the process for procuring marketing consultant services upon the expiration of the Marketing Services Agreement with TateAustin by drafting and issuing RFP to solicit responses from firms interested in providing such services; and


WHEREAS, the Board of Directors desires that the Executive Director designate a selection committee to review the responses to the RFP and make a recommendation to the full Board as to the best qualified firm to provide marketing services to the CTRMA.

NOW THEREFORE, BE IT RESOLVED, that the CTRMA Board of Directors authorizes CTRMA staff to prepare and issue a RFP to solicit responses from firms interested in providing marketing consultant services to the CTRMA; and

BE IT FURTHER RESOLVED, that a selection committee designated by the Executive Director shall review the responses to the RFP and make a recommendation to the full Board as to the best qualified firm to provide marketing services to the CTRMA.


Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 25th day of April, 2007.

Submitted and reviewed by:



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

Approved:



Robert E. Tesch
Chairman, Board of Directors
Resolution Number 07-17
Date Passed 4/25/07