



**RESOLUTION NO. 20150922-10**

**A CONTRACT WITH DVLS PUBLIC RELATIONS AND ADVERTISING FOR  
MARKETING SERVICES**

**WHEREAS**, TexAmericas Center is a political subdivision of the State of Texas with the powers and authorities specified in Chapter 3503 of the Special District Local Laws Code of the State of Texas; and

**WHEREAS**, DVLS Public Relations and Advertising has the necessary experience and expertise to provide media and marketing support services to TexAmericas; and

**WHEREAS**, TexAmericas Center has determined this firm to be qualified to perform these services;

**NOW, THEREFORE, BE IT RESOLVED** that Scott Norton, Executive Director/CEO of TexAmericas Center shall be and he is hereby authorized to enter into a professional service contract with DVLS Public Relations and Advertising to provide marketing services for TexAmericas Center on terms substantially the same as attached hereto.

**PASSED AND APPROVED THIS 22nd day of September, 2015.**



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**Denis Washington, Chairman of the Board**

**ATTEST:**



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**Boyd Sartin, Secretary/Treasurer**


Attached: FY16 Proposal

**FY 2016 Marketing Communications Plan  
October 2015 – September 2016**


<b>Tactics</b>	<b>Description</b>	<b>Budget</b>
<b>Account Management Fee</b> <i>Daily activities/functions necessary to support all client-approved communications tactics (does not include travel)</i>	<ul style="list-style-type: none"> <li>➤ Billed \$1,000 per month to be applied to agency hourly time expended by account service, advertising and interactive staff on behalf of TexAmericas Center for ongoing communications activities requested by client, including general updates to TexAmericas Center websites, client calls and agency consultation. Client to pay actual time accrued should time exceed \$1,000 in a given month. DVLS and client agree to evaluate Account Management Fee in March 2016 and adjust as needed.</li> </ul>	<b>\$12,000</b>
<b>Advertising Media Placements</b>	<ul style="list-style-type: none"> <li>➤ Local print, national print and online advertising media placements</li> <li>➤ Will be quoted as needed</li> </ul>	<b>As Needed</b>
<b>Advertising Creative Services</b>	<ul style="list-style-type: none"> <li>➤ Create or resize print and online ads as needed</li> <li>➤ Will be quoted as needed</li> </ul>	<b>As Needed</b>
<b>Additional Projects</b>	<ul style="list-style-type: none"> <li>➤ Estimates will be generated and presented to TexAmericas Center for approval prior to work commencing</li> </ul>	<b>As Needed</b>
<b>Estimated Travel Expenses</b>	<ul style="list-style-type: none"> <li>➤ To cover a visit to TexAmericas Center property during this fiscal year, if needed (two or three DVLS individuals per trip)</li> </ul>	<b>As Needed</b>
<b>Total</b>		<b>\$12,000</b>

This agreement covers the time period from October 1, 2015 through September 30, 2016. Billing will be directed to Eric Voyles, Executive Vice President/Chief Development Officer of TexAmericas Center, at the end of each monthly period.

Accepted for DVL Seigenthaler:

  
 Title: Senior VP  
 Date: 9/16/15

Accepted for TexAmericas Center:

  
 Title: Executive Director/CEO  
 Date: 9/22/15

DVL Seigenthaler  
700 12th Avenue South, Suite 400  
Nashville, TN 37203

TexAmericas Center  
107 Chapel Lane  
New Boston, TX 75570