

RESOLUTION NO. 2022 - 40

A RESOLUTION AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND PERFORM CERTAIN AGREEMENTS; AND FOR OTHER PURPOSES

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEARCY, TO-WIT:

WHEREAS, the City of Searcy has been presented a certain agreement associated with the operations of the City of Searcy or that have an impact upon the residents of the City of Searcy, namely an agreement with:

A. Pugh Communications, LLC

(the "Agreement") copies of which have been submitted to the Searcy City Council; and

WHEREAS, the City of Searcy wishes to approve the execution of, ratify the terms of and perform under the conditions contained in, the Agreement.

NOW, THEREFORE, be it resolved by the City Council of the City of Searcy, Arkansas, to-wit:

Section 1. That the Searcy City Council approves and ratifies the terms, conditions and obligations of the Agreement.

Section 2. That the Searcy City Council authorizes and directs the Mayor and City Clerk to execute, and perform under the terms of, the Agreement.

Section 3. That the Mayor is authorized to take all actions determined to be necessary, in the sole and exclusive determination of the Mayor, in the performance of all obligations, duties and responsibilities associated with the Agreement.

PASSED AND ADOPTED this 8th day of November, 2022.

/s/ Kyle Osborne
Mayor of Searcy

ATTEST:

/s/ Jerry Morris
City Clerk

Pugh communications

Client: City of Searcy

Project: Website Updates/Social Media Management/Media Relations

Pugh Communications will provide website updates, social media management, and media relations support to the City of Searcy. Budget includes strategic planning with core team, quarterly on-site video/photo shoot, content creation, post outline/calendar, social media management/monitoring (posting, responding, etc), website updates, and news release writing/submission. Agreement effective December 1, 2022 - December 31, 2023.

BUDGET: \$2,000/month
SOCIAL MEDIA ADVERTISING: \$350/month

Client Signature

Approval Date

Agency Signature

Approval Date

Early cancellation will result in retainer for remaining months billed upon cancellation. Pugh Communications will invoice the City of Searcy monthly for \$2,350 per agreement.