1	RESOLUTION NO		
2			
3	A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER		
4	INTO A PROFESSIONAL SERVICES AGREEMENT WITH GHIDOTTI		
5	COMMUNICATIONS, IN AN AMOUNT NOT TO EXCEED ONE		
6	HUNDRED FIFTY THOUSAND DOLLARS (\$150,000.00), TO PROVIDE		
7	PUBLIC RELATIONS, ADVERTISING AND MARKETING SERVICES		
8	FOR THE LITTLE ROCK POLICE DEPARTMENT; AND FOR OTHER		
9	PURPOSES.		
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11	WHEREAS, on August 20, 2017, the City of Little Rock issued Request for Qualifications, Bid No.		
12	17161 ("RFQ") to hire a firm to provide public relations, advertising and marketing services for the Little		
13	Rock Police Department; and,		
14	WHEREAS, on September 12, 2017, thirteen (13) proposals were opened as a result of this RFQ;		
15	and,		
16	WHEREAS, a Selection Review Committee appointed by the City Manager found the proposal of		
17	Ghidotti Communications to be the most qualified and in the best interests of the City of Little Rock; and,		
18	WHEREAS, the Agreement will provide for a one (1)-year term, and upon mutual written agreement		
19	of the parties, the Agreement may be extended, upon the same terms, covenants, agreements and		
20	conditions as set forth in the original Agreement, for up to two (2) additional one (1)-year terms, or a		
21	portion thereof; and,		
22	WHEREAS, the total amount of the Agreement, including all fees, Production Expenses, Out-of-		
23	Pocket Expenses, and any and all other expenses and fees of any nature whatsoever, shall not exceed One		
24	Hundred Fifty Thousand Dollars (\$150,000.00) annually; and,		
25	WHEREAS, funding is available from the City's General Fund.		
26	NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CITY		
27	OF LITTLE ROCK, ARKANSAS:		
28	Section 1. The Board of Directors hereby authorizes the City Manager to enter into a one (1)-year		
29	Professional Services Agreement with Ghidotti Communications in an annual amount not to exceed One		
30	Hundred Fifty Thousand Dollars (\$150,000.00) for the provision of Public Relations, Advertising and		
31	Marketing Services for the Little Rock Police Department. Upon the mutual written agreement of the		
32	parties, the Agreement may be extended, upon the same terms, covenants, agreements and conditions as		
33	set forth in the original Agreement, for up to two (2) additional one (1)-year terms, or a portion thereof.		

Section 2. Severability. In the event any title, section, paragraph, item, sentence, clause, phrase, or word of this resolution is declared or adjudged to be invalid or unconstitutional, such declaration or adjudication shall not affect the remaining portions of the resolution which shall remain in full force and effect as if the portion so declared or adjudged invalid or unconstitutional were not originally a part of the resolution.

6 Section 3. *Repealer*. All laws, ordinances, resolutions, or parts of the same, that are inconsistent
7 with the provisions of this resolution, are hereby repealed to the extent of such inconsistency.

8	ADOPTED: November 7, 2017	
9	ATTEST:	APPROVED:
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11 12	Susan Langley, City Clerk	Mark Stodola, Mayor
13	APPROVED AS TO LEGAL FORM:	
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16	Thomas M. Carpenter, City Attorney	
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