

RESOLUTION NO. 394 - 2024

A RESOLUTION AUTHORIZING AND DIRECTING THE MAYOR, ON BEHALF OF THE URBAN COUNTY GOVERNMENT, TO EXECUTE THE SECOND AMENDMENT TO THE AGREEMENT WITH MACKAY GROUP, LLC., D/B/A WISER STRATEGIES, INCREASING THE CONTRACT PRICE BY AN AMOUNT NOT TO EXCEED \$20,000.00, FOR AN INCREASE IN ADVERTISING RELATED TO SAFE STREETS MESSAGING, AND AUTHORIZING RENEWAL OF THE AGREEMENT FOR ANOTHER ONE YEAR TERM, FOR THE DEPARTMENT OF ENVIRONMENTAL QUALITY AND PUBLIC WORKS, RAISING THE TOTAL CONTRACT PRICE FROM \$380,000.00 TO \$400,000.00 IN FY 2025.

---

BE IT RESOLVED BY THE COUNCIL OF THE LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT:

Section 1 – That the Mayor, on behalf of the Lexington-Fayette Urban County Government, be and hereby is authorized and directed to execute the Second Amendment to the Agreement, which is attached hereto and incorporated herein by reference, with Mackey Group, LLC, d/b/a Wisser Strategies, increasing the contract price by an amount not to exceed \$20,000.00, for an increase in advertising related to Safe Streets Messaging, and authorizing renewal of the Agreement for another one year term, for the Department of Environmental Quality and Public Works, raising the total contract price from \$380,000.00 to \$400,000.00 in FY 2025.

Section 2 – That an amount, not to exceed \$400,000.00, be and hereby is approved for payment to the Mackey Group, LLC., d/b/a Wisser Strategies, from accounts # 1115-313201-3095-71299 (\$150,000.00); 4051-313201-3095-71299 (\$150,000); and 3160-160705-0001-71299 (\$100,000), pursuant to the terms of the Second Amendment to the Agreement.

Section 3 – That this Resolution shall become effective on the date of its passage.

PASSED URBAN COUNTY COUNCIL: July 9, 2024



---

MAYOR

ATTEST:



---

CLERK OF URBAN COUNTY COUNCIL

0723-24:EPT\_4861-6264-3151, v. 1