

RESOLUTION NO. 396 - 2025

A RESOLUTION AUTHORIZING AND DIRECTING THE MAYOR, ON BEHALF OF THE URBAN COUNTY GOVERNMENT, TO EXECUTE THE THIRD RENEWAL AGREEMENT WITH MACKEY GROUP, LLC, D/B/A WISER STRATEGIES, FOR CONTINUED SERVICES RELATED TO MASS MARKETING AND ADVERTISEMENT PLACEMENT SERVICES, FOR THE DEPARTMENT OF ENVIRONMENTAL QUALITY AND PUBLIC WORKS, AT A COST NOT TO EXCEED \$400,000, FOR THE PERIOD BEGINNING JULY 1, 2025 THROUGH JUNE 30, 2026.

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 Third Renewal Agreement, which is attached hereto and incorporated herein by reference, with Mackey Group, LLC, d/b/a Wiser Strategies, for continued mass marketing and advertisement placement services, for the Department of Environmental Quality and Public Works, for the period beginning July 1, 2025 through June 30, 2026.

Section 2 – That an amount, not to exceed the sum of \$400,000, be and hereby is approved for payment to Mackey Group, LLC, d/b/a Wiser Strategies, from the following accounts in the following amounts: #1115 – 313201 – 71299 (\$150,000), #4051 – 313201 – 71299 (\$150,000), and #3160 – 160705 – 71299 (\$100,000), pursuant to the terms of the Third Renewal Agreement.

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

PASSED URBAN COUNTY COUNCIL: August 28, 2025



MAYOR

ATTEST:


CLERK OF URBAN COUNTY COUNCIL
730-25:MSC:4902-9704-6364, v. 1