



Lexington-Fayette Urban County Government

200 E. Main St
Lexington, KY 40507

Legislation Details (With Text)

File #: 0723-24 **Version:** 2 **Name:** Request Council authorization to execute second renewal agreement with Mackey Group, LLC. d/b/a Wisser Strategies for Media Placement effective July 1, 2024 through June 30, 2025 for continued services related to the placement of advertisements for media c

Type: Resolution **Status:** Approved

File created: 6/28/2024 **In control:** Urban County Council

On agenda: 7/9/2024 **Final action:** 7/9/2024

Enactment date: 7/9/2024 **Enactment #:** R-394-2024

Title: A Resolution authorizing and directing the Mayor, on behalf of the Urban County Government, to execute the Second Amendment to the Agreement with Mackey Group, LLC., d/b/a Wisser Strategies, increasing the Contract price by an amount not to exceed \$20,000, for an increase in advertising related to Safe Streets Messaging, and authorizing renewal of the Agreement for another one year term, for the Dept. of Environmental Quality and Public Works, raising the total Contract price from \$380,000 to \$400,000 in FY 2025. [Div. of Environmental Services, Carey]

Sponsors:

Indexes:

Code sections:

Attachments: 1. 24-Blue sheet Wisser Strategies 2nd Renewal, 2. Wisser -- Second Amendment to Renewal Agreement Signed, 3. FY2025 Budget Amendment - TRANSPORTATION SLX_UPWP_2025, 4. RESO 0723-24- Second amendment to agreement with Mackey WQ, WM and Safe Streets 4861-6264-3151 v.1.pdf, 5. R-394-2024, 6. Contract #194-2024

Date	Ver.	Action By	Action	Result
7/9/2024	2	Urban County Council	Received First Reading	
7/9/2024	2	Urban County Council	Suspended Rules for Second Reading	Pass
7/9/2024	2	Urban County Council	Approved	Pass
7/9/2024	2	Urban County Council Work Session	Approved and Referred to Docket	Pass

A Resolution authorizing and directing the Mayor, on behalf of the Urban County Government, to execute the Second Amendment to the Agreement with Mackey Group, LLC., d/b/a Wisser Strategies, increasing the Contract price by an amount not to exceed \$20,000, for an increase in advertising related to Safe Streets Messaging, and authorizing renewal of the Agreement for another one year term, for the Dept. of Environmental Quality and Public Works, raising the total Contract price from \$380,000 to \$400,000 in FY 2025. [Div. of Environmental Services, Carey]

Authorization to execute second renewal Agreement with Mackey Group, LLC. d/b/a Wisser Strategies for media placement effective July 1, 2024, through June 30, 2025, for continued services related to the placement of advertisements for media campaigns related to water quality, waste management, and safe streets. Cost not to exceed \$400,000. (L0723-24) (Carey/Albright)

Budgetary Implications: Yes

Advance Document Review:

Law: Yes, Completed by Evan Thompson, 6/27/2024

Risk Management: N/A

Fully Budgeted: Yes and FY25 BA is in process.

Account Number: 1115-313201-3095-71299 (\$150,000)
4051-313201-3095-71299 (\$150,000)
3160-160705-0001-71299 (\$100,000)

This Fiscal Year Impact: \$400,000.

Annual Impact: \$0

Project: SLX_UPWP_2025

Activity: FED_GRANT

Budget Reference: 2025

Current Balance: fully Budgeted

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 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.

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 Wiser 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:

MAYOR

ATTEST:

CLERK OF URBAN COUNTY COUNCIL

0723-24:EPT_4861-6264-3151, v. 1