RESOLUTION NO. 2020-41

A RESOLUTION OF THE MASON TRANSIT AUTHORITY BOARD
APPROVING AND AUTHORIZING THE GENERAL MANAGER TO SIGN THE
TERMS AND CONDITIONS CONTRACT WITH JAYRAY FOR PUBLIC
RELATIONS SERVICES.

WHEREAS, Mason Transit Authority desires to seek assistance in the area of public
relations with tasks such as campaigns on new service and restoring ridership, along with
creating a stronger social media presence, as well as press releases to help the public
become more aware of MTA services;

WHEREAS, MTA received four proposals on an informal solicitation for proposals for a
public relations firm; and

WHEREAS, MTA’s Executive Team used a matrix to score the proposals based on
quality of response, project understanding, availability of team, experience and price with
preference given to DBE/WOB or other minority owned business, with JayRay chosen scoring
highest in each of the criteria;

NOW THEREFORE, BE IT RESOLVED BY THE MASON TRANSIT AUTHORITY
BOARD that the General Manager is authorized to sign the Term and Conditions agreement in
the amount of $54,112.50 between JayRay and Mason Transit Authority.

Adopted this 17th day of November, 2020.

Wes Martin, Chair

Sharon Trask, Vice-Chair

John Campbell, Authority Member

Kevin Dolce, Authority Member

Matt Jewett, Authority Member

Randy Neatherlin, Authority Member
[Vacant], Authority Member

Sandy Tarzwell, Authority Member

APPROVED AS TO CONTENT: Danette Brannin, General Manager

APPROVED AS TO FORM: Robert W. Johnson, Legal Counsel

ATTEST: Tracy Becht, Clerk of the Board

DATE: 12/2/2020