

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.

DocuSigned by:

Wes Martin

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Wes Martin, Chair

DocuSigned by:

Sharon Trask

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Sharon Trask, Vice-Chair

DocuSigned by:

John Campbell

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John Campbell, Authority Member

DocuSigned by:

Kevin Dorcy

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Kevin Dorcy, Authority Member

DocuSigned by:

Matt Jewett

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Matt Jewett, Authority Member

DocuSigned by:

Randy Neatherlin

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Randy Neatherlin, Authority Member

[Vacant], Authority Member

DocuSigned by:
Kevin Shutty
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Kevin Shutty, Authority Member

Sandy Tarzwell, Authority Member

APPROVED AS TO CONTENT: ^{DocuSigned by:} *Danette Brannin*

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Danette Brannin, General Manager

APPROVED AS TO FORM: ^{DocuSigned by:} *Rob Johnson*

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Robert W. Johnson, Legal Counsel

ATTEST: *Tracy Becht* DATE: *12/2/2020*

Tracy Becht, Clerk of the Board