CITY COUNCIL AGENDA ITEM COVER MEMO

Agenda Item Number_____

Meeting Type: Regular

Meeting Date: 3/26/2015

Action Requested By:
Administration

Agenda Item Type
Resolution

Subject Matter:

Agreement

Exact Wording for the Agenda:

Resolution authorizing the Mayor to enter into an Agreement with MOVE Digital. (Administration)

Note: If amendment, please state title and number of the original

Item to be considered for: Action

Unanimous Consent Required: Select...

Briefly state why the action is required; why it is recommended; what Council action will provide, allow
and accomplish and; any other information that might be helpful.

Associated Cost: $14,000.00

Budgeted Item: Yes

MAYOR RECOMMENDS OR CONCURS: Yes

Department Head: _____

Date: 3/20/15

revised 3/12/2012

ROUTING SLIP
CONTRACTS AND AGREEMENTS

Originating Department: **Administration** Council Meeting Date: **3/26/2015**

Department Contact: **Sharon King** Phone # **256-427-5004**

Contract or Agreement: **Agreement**

Document Name: **MOVE Digital**

City Obligation Amount: **$14,000.00**

Total Project Budget: **$14,000.00**

Uncommitted Account Balance:

Account Number: 61-8100-0508-7410

Procurement Agreements

Select...	Select...

Grant-Funded Agreements

Select...	Grant Name:

Department	Signature	Date
1) Originating	[signature]	3/20/15
2) Legal		
3) Finance		
4) Originating		
5) Copy Distribution		
a. Mayor's office (1 copies)		
b. Clerk-Treasurer (Original & 2 copies)		

Revised 04/15/2011

RESOLUTION NO. 15 - _____

BE IT RESOLVED by the City Council of the City of Huntsville, Alabama, that the Mayor be, and he is hereby authorized on behalf of the City of Huntsville, a Municipal Corporation in the State of Alabama, to enter into an Agreement by and between The City of Huntsville and Move Digital, which said agreement is substantially in words and figures similar to that certain document attached hereto and identified as "Agreement Between the City of Huntsville and MOVE Digital", consisting of two (2) pages with the date of March 26, 2015 appearing on the margin of the first page, together with the signature of the President or President Pro Tem of the City Council, an executed copy of said document being permanently kept on file in the Office of the City Clerk-Treasurer of the City of Huntsville, Alabama.

ADOPTED this the 26th day of March 2015.

_____
President of the City Council
of the City of Huntsville,
Alabama

APPROVED this the 26th day of March 2015.

_____
Mayor of the City of
Huntsville, Alabama

Social Media Services for:
The City of Huntsville

The City of Huntsville and **Our Valley Events, DBA Move Digital** enter into this agreement based on the terms and conditions stated below:

Social Media Strategy Audit & Training

Description of Services/ Process: For this project, **Move Digital** will provide the following:

1) **Current Policy Review**
   Formal social media policy development
2) **11 Month Consultation and Analysis**
   Analysis of current social media use with timely feedback for efficiencies and improvements.
3) **Strategy Audit Report**
   a) Overview of existing social media efforts.
   b) Recommendation for your future social media strategy, including any current tools you are using, and any additional tools that we recommend.
   c) Recommended future content strategy including effective and efficient use of multiple social platforms.
   d) Recommendations on how to build engagement and interaction with customers via your social media efforts.
   e) Analysis of measurement tools, including which metrics you should be tracking, why you should be tracking them, etc.
4) **Social Media Training**
   Monthly training sessions to include detailed training for staff with social media administrative responsibilities.

Service Fee
The Service Fee will be $14,000.00. All invoices will be due upon receipt. Please make checks payable to Move Digital.

Any change in the Description of Services may result in a change in the Service Fee. All Service Fee changes will be discussed and agreed to, in advance, by both parties. All fees are confidential.

Please send checks to: Move Digital, PO Box 2101, Huntsville, AL 35804

Ownership of Work
Any property created by Move Digital specifically for The City of Huntsville will be considered the property of The City of Huntsville.

Confidentiality

President of the City Council of the City of Huntsville, Alabama
Date:

Move Digital will not at any time divulge any information that is proprietary to The City of Huntsville and will protect such information as confidential.

Client Involvement

Move Digital cannot know information that is going on within The City of Huntsville/organization that is new, interesting or relevant to the client's social graph. Therefore The City of Huntsville agrees to email Larkin@OurValleyEvents.com & Laurie@OurValleyEvents.com with this information as soon as possible.

This proposal is valid December 1, 2014 to September 30, 2015.

The undersigned parties have executed this Agreement thereby making it effective:

On behalf of **The City of Huntsville**

By: _____

Its: _____

Date: _____

On behalf of **Our Valley Events, DBA Move Digital**

By: _____

Its: _____

Date: _____