

P/C 8-20-19 Finance
CA 9-11-19 amended
1st R 9-17-19
2nd R _____
3rd R _____
B/C _____

CITY OF BROOK PARK, OHIO

ORDINANCE NO: 11116-2019

INTRODUCED BY: MAYOR GAMMELLA AND COUNCIL AS A WHOLE

AN ORDINANCE
AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT
WITH THE DIGITAL MARKETING CLINIC AT BALDWIN WALLACE UNIVERSITY
TO CREATE A MEDIA AND SOCIAL MARKETING PROGRAM FOR
THE CITY OF BROOK PARK,
AND DECLARING AN EMERGENCY

WHEREAS, the City is looking to expand our current marketing and communications activities and wish to expand our digital footprint through a web hub, social content, and other tactics; and

WHEREAS, the Digital Marketing Clinic ("DMC") at Baldwin Wallace University will provide mentored student assistance to enhance and support City digital marketing communications and initiatives; and

WHEREAS, the program is basically a twenty-four month program with a team of students consisting of one account executive and 2-5 digital specialists; and

WHEREAS, the DMC will focus on research among municipalities communicating with business and residential audiences and launch new tactics while expanding and enhancing relationships with City businesses; and

WHEREAS, the City will work with these students enabling them to build their portfolios of professional experiences while allowing them to create meaningful connections within the Brook Park Community; and

NOW THEREFORE, BE IT ORDAINED, by the Council of the City of Brook Park, State of Ohio, that:

SECTION 1: That the Mayor is hereby authorized and directed to enter into an agreement with the DMC at Baldwin Wallace University to provide digital marketing communications to our City.

SECTION 2: The money needed for the aforesaid transaction shall be paid from funds theretofore appropriated for said purposes in the amounts as follows:

Spring 2020 Team	\$2,250
Summer Internship	\$3,000
Fall 2020 Team	\$2,250
Spring 2021 Team	\$2,250
Summer 2021 Internship	\$3,000

SECTION 3: It is found and determined that all formal actions of this Council concerning and relating to the adoption of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 4: This Ordinance is hereby declared to be an emergency measure immediately necessary for the preservation of the public peace, health, safety and welfare of said City, and for the further reason that Council deems it necessary for the Mayor to enter into said agreement with undue delay; therefore provided this Ordinance receives the affirmative vote of at least five (5) members elected to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, from and after the earliest period allowed by law.

PASSED: September 17, 2019 [Signature]
 PRESIDENT OF COUNCIL

ATTEST: [Signature] Clerk of Council APPROVED: [Signature] MAYOR

I HEREBY APPROVE THE WITHIN INSTRUMENT AS TO LEGAL FORM AND CORRECTNESS

[Signature]
 DIRECTOR OF LAW
 CERTIFICATE

Michelle Blazak, Clerk of Council, of the City of Brook Park, Ohio, do hereby certify that the foregoing is a true and accurate copy of Ordinance/Resolution No. 1116-2019 passed on the 17th day of September 2019 by said council.
[Signature]
 Clerk of Council

DATE 9/24/19
 I, Michelle Blazak, Clerk of Council for the City of Brook Park, State of Ohio, do hereby certify that there is no newspaper of general circulation in the municipality and that publication of the foregoing ordinances/resolutions was made by posting true copies at six of the most public places in said municipality as determined by Ordinance No. 4838-1975; location City Hall 6161 Engle Road, Police Station 17401 Holland Road, #1 Fire Station 5590 Smith Road, #2 Fire Station 22530 Rupia Parkway, #3 Fire Station 17401 Holland Road, Brook Park Library 6165 Engle Road, for a period of fifteen days, commencing September 23, 2019
[Signature]
 MICHELLE BLAZAK
 Clerk of Council

Yea	<input checked="" type="checkbox"/>				
Nay	<input type="checkbox"/>				
	Stemm	Mencini	Orcutt	Scott	Burgio
				Poindexter	Salvatore