

RESOLUTION NO. 1990-3

**AUTHORIZING A CONTRACT WITH TRAYNOR BREEHL & GLAZEN  
ADVERTISING FOR THE PROVISION OF ADVERTISING AND  
PUBLIC RELATIONS SERVICES FOR A PERIOD OF TWO (2)  
YEARS WITH AN OPTION FOR A THIRD YEAR (\$500,000.00  
PER YEAR, FOR A TOTAL OF \$1,500,000.00 MARKETING  
DEPARTMENT - GENERAL FUND)**

WHEREAS, the proposal of Traynor Breehl & Glazen Advertising located at 1250 Old River Road, Cleveland, Ohio to provide Advertising and Public Relations Services was received on November 30, 1989;

WHEREAS, negotiations with Traynor Breehl & Glazen Advertising resulted in an agreed upon price of Five Hundred Thousand and 00/100 Dollars (\$500,000.00), per year for a period of two (2) years with an option for a third year to provide said services; and

WHEREAS, the General Manager deems the offer of Traynor Breehl & Glazen Advertising to be the most advantageous and finds the negotiated price to be reasonable, and therefore, recommends the same for acceptance by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the proposal submitted by Traynor Breehl & Glazen Advertising as amended through subsequent negotiations be and it is hereby accepted as the most advantageous offer to provide Advertising and Public Relations Services.

Section 2. That the General Manager be and he is hereby authorized to enter into a contract with Traynor Breehl & Glazen Advertising to provide Advertising and Public Relations Services at an estimated cost of Five Hundred Thousand and 00/100 Dollars (\$500,000.00), per year for a period of two (2) years.

Section 3. The General Manager be and he is hereby authorized to exercise the option for the third year of Advertising and Public Relations services at a price not to exceed \$500,000.00 with all terms and conditions remaining the same.

Section 4. That said contract shall incorporate and be consistent with the negotiated proposal dated November 30, 1989.

Section 5. That said contract shall be payable from the General Fund.

Section 6. That said contract shall be binding upon and an obligation of the Authority contingent upon appropriations for future contract years and upon compliance by the contractor to the Proposal Specification and Addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees in Resolution 1985-87; bonding and insurance requirements and all applicable laws relating to the contractual obligations of the Authority.

Section 7. That this resolution shall become effective immediately upon its adoption.

Adopted: \_\_\_\_\_ January 23 \_\_\_\_\_, 1990

  
\_\_\_\_\_  
President

Attest:   
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General Manager/Secretary-Treasurer