

Date.....June 14, 2010.....

APPROVAL OF AGREEMENT WITH MICROSOFT CORPORATION TO CONDUCT AND USE FOR PUBLIC RELATIONS PURPOSES A CASE STUDY OF THE CITY OF DES MOINES REDEVELOPED WEB SITE BUILT USING MICROSOFT TECHNOLOGIES

WHEREAS, the IT Department has been engaged in a complete updating of the City's website in order to improve its accessibility and to provide greater ease of use and access to more information and has recently launched such updated website; and

WHEREAS, the IT Department used the Microsoft Office Share Point Server technology in developing its updated website; and

WHEREAS, Microsoft Corporation desires to conduct a case study of the City's new website and to use that case study for public relations purposes, including by posting it on the Microsoft website, press releases, testimonial advertisement and speaking at Microsoft events, and to otherwise promote the case study, which will highlight the use of Microsoft technology; and

WHEREAS, such case study will include written and video versions, interviews with IT employees and contractors, with quotes, names and pictorial representations; and

WHEREAS, the City will have the right to approve the case study document before it is published and the City will be given a license by Microsoft to use the case study for the City's purposes and

WHEREAS, Microsoft has prepared a Case Study & PR Release, a copy of which is on file in the City Clerk's Office, which provides for mutual releases from use of the material in the case study; and

WHEREAS, Municipal Code section 6.3 provides that "the name of the city shall not be used in or for any advertising scheme or plan where money is charged and received for such advertising, except upon the authority of the city council"; and

WHEREAS, the IT Department recommends approval of this Case study & PR Release.

★ Roll Call Number

Agenda Item Number

50

June 14, 2010

Date

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that the above described Case Study & PR Release, a copy of which is on file in the City Clerk's Office, is hereby approved, subject to the above described public relations activities not implying an endorsement of any Microsoft product or service, and the City Manager is hereby authorized and directed to sign on behalf of the City and to authorize use of the City logo in connection with such activities.

(Council Communication No. 10-361) Moved by _____ to adopt.

Approved as to Form:

Ann DiDonato
Ann DiDonato, Assistant City Attorney

| COUNCIL ACTION | YEAS | NAYS | PASS | ABSENT |
|----------------|------|------|------|--------|
| COWNIE | | | | |
| COLEMAN | | | | |
| GRIESS | | | | |
| HENSLEY | | | | |
| MAHAFFEY | | | | |
| MEYER | | | | |
| MOORE | | | | |
| TOTAL | | | | |

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED

APPROVED

Mayor

City Clerk