

Date..... August 22, 2016

**APPROVING AN EXCEPTION TO THE PROCUREMENT ORDINANCE  
COMPETITIVE RFP PROCESS FOR GOOD CAUSE AND ACCEPTING PROPOSAL  
OF ANN APPLESETH COMMUNICATIONS, LLC TO PROVIDE STRATEGIC  
COMMUNICATION PLAN CONSULTING SERVICES AND AUTHORIZING CITY  
MANAGER TO EXECUTE CONTRACT FOR THE PROVISION OF SAME**

WHEREAS, creation and implementation of a strategic communications plan is a 2016 Strategic Plan Top Priority of the City Manager; and

WHEREAS, the City Manager has determined that Ann Appleseith Communications, LLC has the best ability to develop such plan due to their team's unmatched experience in public relations, marketing, communications and strategic planning; and

WHEREAS, the City Manager recommends that the procurement of such consulting services be exempted from the competitive Request for Proposals process for good cause shown, pursuant to Section 2-710(b) of the Municipal Code of the City of Des Moines, based upon the extensive experience of Ann Appleseith Communications, LLC; and

WHEREAS, Ann Appleseith Communications, LLC has submitted a proposal to provide such services in the amount of not to exceed \$50,000.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that good cause has been shown to exempt the procurement of strategic communication plan consulting services from the Procurement Ordinance competitive Request for Proposal process.

BE IT FURTHER RESOLVED that the proposal submitted by Ann Appleseith Communications, LLC is hereby accepted and the City Manager is authorized and directed to negotiate and execute an agreement with Ann Appleseith Communications, LLC to provide consulting services as described above for and on behalf of the City of Des Moines, subject to approval as to form by the Legal Department, and the City Clerk is authorized to attest to his signature.



Roll Call Number

Agenda Item Number

47-I

August 22, 2016

Date

(Council Communication No. 16-485)

Moved by \_\_\_\_\_ to approve.

APPROVED AS TO FORM:

*Ann DiDonato*  
Ann DiDonato  
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MOORE				
WESTERGAARD				
TOTAL				
MOTION CARRIED		APPROVED		
_____ Mayor				

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.

\_\_\_\_\_ City Clerk