

ORDINANCE NO. 39-24

AN ORDINANCE AUTHORIZING THE MAYOR TO ENTER INTO A CONTRACT WITH ENCOMPASS MARKETING AS THE CITY'S MARKETING AND COMMUNICATIONS CONSULTANT FOR THE AVON AQUATIC FACILITY AND DECLARING AN EMERGENCY

WHEREAS, the City has long recognized that revenues can be achieved through the sale of corporate naming rights and advertising involving the City's Aquatic Center; and

WHEREAS, in furtherance of realizing these revenues, the City contracted with Look Strategies, LLC and its CEO, Steve Corcoran pursuant to Ordinance No. 20-15 to develop a marketing and communications strategy to facilitate the sale of corporate sponsorships and advertising plans specific to the City's aquatic facility. That relationship continued until February 2024; and

WHEREAS, the City now desires to contract with Encompass Marketing and its Director, Paula M. Pitasky, and to move forward with a formal contract authorizing Encompass Marketing to act as the City's exclusive agent in the marketing of corporate sponsorships and advertising at the aquatic site; and

WHEREAS, Council, having reviewed the contract with Encompass Marketing, finds it to be fair and equitable and authorizing the Mayor to enter into said contract to be in the best interests of the health, safety, and welfare of the citizens of Avon.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF AVON, LORAIN COUNTY, OHIO:

Section 1 - That the Mayor is hereby authorized to enter into a contract with Encompass Marketing in substantially the form as set forth in the attached [Exhibit A](#), which is incorporated herein by this reference, for the planning, coordinating and implementing of a comprehensive program to promote and sell corporate sponsorships and advertising for the City's Aquatic Facility.

Section 2 - Payment in the amounts set forth in the contract are hereby authorized to be made by the Finance Director under the terms and conditions set forth therein.

Section 3 - That it is found and determined that all formal actions of this Council concerning and relating to the passage 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 actions were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 4 - That this Ordinance is hereby declared to be an emergency measure necessary for the preservation of the public peace, health, safety and welfare of the citizens of the City of Avon, the immediate emergency being the necessity to contract with Encompass Marketing to be

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the marketing and communications consultant for the City as soon as possible in advance of the upcoming opening of the City's Aquatic Center; therefore, this Ordinance shall be in full force and effect immediately upon its passage and approval by the Mayor.

PASSED: _____ DATE SIGNED: _____

By: _____
Brian Fischer, Council President

DATE APPROVED BY THE MAYOR: _____

Bryan K. Jensen, Mayor

APPROVED AS TO FORM:

John A. Gasior, Law Director

ATTEST:

Barbara Brooks, Clerk of Council

POSTED: _____
Electronically and at City Hall as
Provided by Council

Prepared By:
John A. Gasior, Esq.
Law Director