

RESOLUTION NO. 10187

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, APPROVING AND AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO EXECUTE AN INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF PHOENIX FOR THE REGIONAL WATER – USE IT WISELY MEDIA CAMPAIGN.

WHEREAS, the City of Mesa is a party to agreements for advertising services with Park & Company, Inc., which led to the development of the Water – Use It Wisely™ media campaign (“Campaign”) that the City of Mesa funds and coordinates for the greater Phoenix metropolitan area in partnership with other municipalities; and

WHEREAS, the City of Phoenix desires to enter into an Intergovernmental Agreement with the City of Mesa whereby the City of Phoenix will provide the City of Mesa with funds for the Campaign, and the City of Mesa will act as the lead agency in allocating and administering the payment of such funds; and

WHEREAS, the City of Phoenix and the City of Mesa receive substantial benefit from partnering in the funding of the Campaign, including reduced costs derived from consolidated billing, increased leverage with electronic and print media providers, improved efficiency, and increased dissemination and effectiveness of the Campaign;

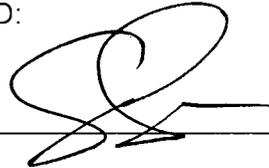
NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, AS FOLLOWS:

Section 1: That the City Manager, Christopher J. Brady, or his designated representative, is approved and authorized to execute the Intergovernmental Agreement related to the regional Water – Use It Wisely™ media campaign between the City of Mesa and the City of Phoenix, and the City Clerk is authorized and directed to attest to the signature of the City Manager or his designated representative thereon.

Section 2: That the various City officers and employees are authorized and directed to perform all other acts necessary to give effect to this Resolution.

PASSED AND ADOPTED by the City Council of the City of Mesa, Maricopa County, Arizona, this 25<sup>th</sup> day of February, 2013.

APPROVED:



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Mayor

ATTEST:

DeAnn Mickelsen, Interim  
City Clerk

