

RESOLUTION NO. 2544-09

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF WINDSOR
APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH THE WINDSOR
CHAMBER OF COMMERCE AND VISITOR'S CENTER FOR SERVICES RELATED
TO THE OPERATION OF THE VISITORS' CENTER AND MARKETING AND
PROMOTIONS IN AN AMOUNT NOT TO EXCEED \$87,200 AND AUTHORIZING
THE TOWN MANAGER TO EXECUTE THE AGREEMENT ON BEHALF OF THE
TOWN**

WHEREAS, the Town of Windsor and the Windsor Chamber of Commerce and Visitor's Center (Chamber), have been exploring opportunities such as sharing resources and building partnerships, to work together to benefit the business community; and

WHEREAS, the Chamber staffs the Visitors' Center with individuals who communicate well, are knowledgeable about Windsor and the surrounding area and have a good understanding of the area's transportation systems, visitor-serving businesses, and area amenities; and

WHEREAS, more specifically, the Chamber has requested \$3,200 monthly from the Town for the Visitor's Center to be open to the public 7 days a week throughout the year except for federal holidays for a minimum of 40 hours each week; and

WHEREAS, the Chamber has requested a total of \$38,400 from the Town for the staffing and operation of the Visitor's Center; and

WHEREAS, the Chamber has provided a scope of work for the marketing and promotion of the Town of Windsor including non-chamber members along with their scope of work for operation and staffing of the Visitor's Center; and

WHEREAS, the Chamber's marketing and promotion scope of work reflects that the Chamber will undertake various marketing and promotions efforts that not only benefit the Windsor business community and Town of Windsor as a whole but also assist the Town with implementation of the recently adopted Economic Development Strategic Plan (EDSP); and

WHEREAS, marketing and promotion activities included in the Chamber's proposed scope of work include pitching stories about Windsor to newspapers and magazines, producing promotional materials for major events in Windsor like Vineman, Hot Air Balloon Classic and the August Air show, publishing an advertisement in the Visitor's Guide and republishing the popular Dining guide to include local wineries and lodging establishment; and

WHEREAS, prior to final payment the Chamber will be required to submit an annual report to the Town providing data on the operations of the Visitors' Center and the status of the marketing and promotions scope of work to the satisfaction of the Town; and

WHEREAS, the Chamber has requested a total of \$48,800 from the Town for the Marketing and Promotions scope of work Visitor's Center.

NOW, THEREFORE BE IT RESOLVED that the Town Council of the Town of Windsor approves a Professional Services Agreement with the Windsor Chamber of Commerce and Visitor's Center for services related to the operation of the Windsor Visitors' Center and marketing and promotions in an amount not to exceed \$87,200 and authorizes the Town Manager to execute the agreement on behalf of the Town.

BE IT FURTHER RESOLVED that the Town Council authorizes the Administrative Services Director to pay all proper claims for the performance of said services.

PASSED, APPROVED AND ADOPTED this 16th day of September 2009, by the following vote:

**AYES: COUNCILMEMBERS FUDGE, SALMON, SCHOLAR AND
MAYOR GOBLE**
NOES: NONE
ABSTAIN: NONE
ABSENT: COUNCILMEMBER ALLEN



ROBIN R. GOBLE, MAYOR

ATTEST:



MARIA DE LA O, TOWN CLERK