

Memorandum



CITY OF DALLAS

DATE May 15, 2015

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair),
Jennifer S. Gates (Vice Chair), Tennell Atkins, Sheffie Kadane, Philip T. Kingston

SUBJECT Upcoming Agenda Item: Supplemental Agreement to Increase the Service Contract for
Dallas Morning News Official Notices and City Advertising

The May 27, 2015 Council Agenda includes an item to authorize supplemental agreement no. 1 to increase the service contract with The Dallas Morning News, for the publication of official notices and City advertising in an amount not to exceed \$250,000, from \$1,000,000 to \$1,250,000.

This supplemental agreement no. 1 to increase the service contract is for the publishing of official notices and City advertising. This contract also provides for the ad space to notify residents of initiatives such as water conservation and similar programs, library events and sanitation pick-up schedules. This increase is necessary to provide additional funds to allow the Business Development and Procurement Services department ample time to complete a new procurement process without service interruption.

Numerous statutes require a government entity to publish legal notices in a newspaper of "general circulation". The Dallas Morning News (DMN) has the largest paid circulation in Dallas County; is published daily, a requirement to meet certain statutory deadlines; and also meets the legal requirements for a newspaper of "general circulation."

The Public Information Office provides departments with professional guidance to identify advertising goals and develop an advertising plan customized to their outreach, education or promotional objectives. The target demographics are reached by utilizing a combination of DMN and other local newspapers and publications.

Please let me know if you need additional information.


Jeanne Chipperfield
Chief Financial Officer

c: Honorable Mayor and Members of City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Mark McDaniel, Assistant City Manager
Eric D. Campbell, Assistant City Manager
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager