

# REQUEST FOR BOARD ACTION / CONTRACT CONTROL FORM

Tracking Number: 9.

Date of Request: April 23, 2008

Date Request Received: April 24, 2008

Board Meeting Date Requested: May 19, 2008

Board Meeting Date Assigned: May 19, 2008

**Short Title:** Resolution Approving Production Of Video Presentation For Marketing And Authorizing Purchase Order To Do The Work: \$9,725.

- Request Status:**
- Request is proceeding to Board of Commissioners
  - More information is needed – see attached
  - Request on hold – no further information needed
  - Other:

**Background:** The Pender County Tourism Department is in the process of creating a comprehensive marketing plan that includes a new website, brochure and video presentation. The video will be used for several different applications. 10 and 90 second videos will be formatted & distributed through website; one 7 minute signature series featuring Pender County attractions, scenery & festivals; video will be formatted for DVD; one 90 second commercial formatted for website & television broadcast. This video and approval is needed in order for production of the website to continue. The production of the video has been approved by the Pender County Tourism Development Authority (TDA) Board and is part of the marketing plan designed by the TDA Board. The company contracted for the work is Triovisions out of Wilmington. The Board of Commissioners already approved Triovisions for website/brochure design at the recommendation of the TDA Board. The payment terms are as follows:

Total cost: \$8975 plus equipment & travel not-to-exceed \$750.

Deposit: \$5000

Completion: Balance due with itemized expenses

This is budgeted in Fund 44-407000.

**Specific Action Requested:** Approve funds in the amount of \$9,725 for the creation of a newly designed video presentation.

Requested by: Vickie Morrison  
Department: Tourism  
Title: Interim Director  
Contact Phone: 910.259.1278  
Contact Fax:

(Administrative Use Only)

## CONTRACT TYPE

- Renewal
- For Service(s)
- Intergovernmental – County as Grantee
  - Federal Grantor
  - State Grantor
  - Grant or
- County as Grantor
  - County Funds
  - Other Funds:
- Revision
- For Equipment

**PURCHASING** Budgeted Item:  Yes  No  
Date Rec'd:  Reviewed and Approved  
 Comments on Reverse

Date Sent: Signed:

**ATTORNEY**  Reviewed and Approved  
Date Rec'd:  Legal Problem(s)  
 Comments on Reverse

Date Sent: Signed:

**FINANCE** Sufficient Funds  Available  
Date Rec'd:  Not Available  
 Budget Amendment Necessary  
 Budgeted Amendment is Attached  
 Comments on Reverse

Date Sent: Signed:

**CLERK** Signature(s) Required:  
 Board Chairman/County Manager  
 Other:

Date Rec'd Approved by Board:  Yes  No  
At meeting on

**MANAGER'S RECOMMENDATION:**

Respectfully Recommend Approval

DM  
Initials

**RESOLUTION: NOW, THEREFORE BE IT RESOLVED,** by the Pender County Board of Commissioners that

authorization is given to submit approval to Triovisions for production of a video presentation to be used for marketing purposes. The County Manager is authorized to execute any/all agreements necessary to implement this resolution.

44-407000 Promotions

**ADMENDENTS:**

MOVED \_\_\_\_\_ SECONDED \_\_\_\_\_

APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_ UNANIMOUS

YEA VOTES: Williams \_\_\_\_\_ Tate \_\_\_\_\_ Blanchard \_\_\_\_\_ Brown \_\_\_\_\_ Rivenbark \_\_\_\_\_

\_\_\_\_\_  
J. David Williams, Jr., Chairman 05/19/08  
Date

\_\_\_\_\_  
ATTEST 05/19/08  
Date