



REQUEST FOR BOARD ACTION

ITEM NO. 11.

DATE OF MEETING: January 5, 2015

REQUESTED BY: Monique Baker, Tourism Director, and Erik Harvey, ITS Director.

SHORT TITLE: Resolution Authorizing Approval of Purchase Order to Blue Tone for the Development of the New Tourism Website: \$6,300, Plus an Annual Hosting Cost of \$599; & Purchase Order to Luna Ads to Facilitate the Design of the New Website: \$3,000.

BACKGROUND: The Tourism website is an important marketing tool that is used to promote Pender County tourism to our visitors and residents. It is the best way we can showcase all that Pender County has to offer. A few years ago when research was telling us that travel sites were being accessed more and more by mobile devices (smartphones and tablets), Tourism took a proactive approach to address the need for an interactive website, however, Erik Harvey, the County's IT Director, reported that the County no longer had a Web Administrator to maintain, manage, and support the County's websites. As a solution, Mr. Harvey and Ms. Baker came to the conclusion that the website could be redeveloped by a third-party.

SPECIFIC ACTION REQUESTED: (1) To consider a resolution to make over the Tourism Department's website in the amount of \$9,899.40; (2) Approve a budget transfer from the IT Department to the Tourism Department as follows:

Tourism	670-404524	Contracted Services	\$9,900.00
IT	445-404524	Contracted Services	-\$6,900.00
IT	445-401600	Maintenance/Repair - Equipment	-\$3,000.00

- (3) Approve a purchase order to Blue Tone for \$6,899.40; and
- (4) Approve a purchase order to Luna Ads for \$3,000.00

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.

TAM
Initial

RESOLUTION

NOW, THEREFORE, BE IT RESOLVED by the Pender County Board of Commissioners, that the Information Technology Services (ITS) Department be authorized to fund the Tourism Department's new website design in the amount of \$9,899.40, and Blue Tone and Luna Ad be approved to redesign the Tourism Department's website. The County Manager is authorized to execute any and all documents necessary to implement this resolution.

AMENDMENTS:

MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS

YEA VOTES: Williams ___ Brown ___ McCoy ___ Piepmeyer ___ Tate ___

J. David Williams, Chairman 1/5/15
Date

ATTEST 1/5/15
Date