



Baldwin County Commission

Legislation Details (With Text)

File #:	19-1064	Version:	1
Type:	Work Session	Status:	Agenda Ready
File created:	4/9/2019	In control:	Baldwin County Commission Work Session
On agenda:	5/14/2019	Final action:	
Title:	Baldwin County Commission Promotional Items		
Indexes:			
Attachments:	1. Lowest Quotes for Promotional Items - Peterson Promotions, 2. Request for Quotes and Vendor Responses, 3. Quote from Peterson Promotions, 4. Quote from 4imprint, 5. Proposed Baldwin County Slogans and Image, 6. County Seal Color, 7. County Seal BW, 8. Resolution 2019-TBD - BC Promo Items		

Date	Ver.	Action By	Action	Result
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Meeting Type: BCC Work Session

Meeting Date: 5/14/2019

Item Status: New

From: Wayne A. Dyess, County Administrator; Ron Cink, Budget Director; Anu Gary, Administration/Records Manager

Submitted by: Keri E. Green, Administrative Support Specialist

ITEM TITLE

Baldwin County Commission Promotional Items

STAFF RECOMMENDATION

Discuss the purchase of promotional items for the Baldwin County Commission and give staff direction regarding the following:

- 1) Select the promotional items to be purchased.
- 2) Approve the quantity of items to be purchased.
- 2) Approve slogans/images to be used.

Staff has requested quotes for the following promotional items (please see attachments for detailed description and pricing):

Bistro Coffee Mug
Stadium Mood Cup
Insulated Cups
Beverage Insulators (Koozies)
Plastic Click Ballpoint Pens
Lanyards
Shopper Tote Bags

Pop Sockets for Cell Phones
Credit Card Holders for Cell Phones
Post-it Notes
Eyeglass Wipe Cloths
Travel Sewing Kits

If the Commission wishes to purchase promotional items using the Commission's discretionary funds, it must be accomplished by adoption of a resolution.

Note: Currently, the Commission has \$11,500.00 remaining in its Discretionary Fund for FY2018-2019.

Staff has a list of proposed slogans and images to be used on the promotional items, which will be presented during the work session. Mr. Lee Lawson with the Baldwin County Economic Development Alliance (BCEDA) has offered assistance in developing other slogans to be used if the Commission wishes to do so. Mr. Lawson will be in attendance during the work session.

Once the decisions are made which items to purchase, the Commission would need to take the following actions if discretionary funds are to be used:

[1] Pursuant to the authority as set forth by Section 45-2-161 of the Code of Alabama 1975, adopt Resolution #2019-TBD of the Baldwin County Commission which:

(a) Appropriates and expends not more than \$ _____, from the "Commission Discretionary Fund," and in Baldwin County Fiscal Year 2018-2019, to purchase Baldwin County Promotional Items from _____ which purchase of said Baldwin County Promotional Items is, in the judgment of this honorable county governing body, worthy, in the best interest of the county, and will promote the economic well-being of the citizens of the county by and through the strengthened promotion of Baldwin County, Alabama, within and without said county's borders which will benefit the overall economic largesse of Baldwin County, Alabama, by advertising and promoting its resources, including, but not limited to, its recreational, industrial, seafood and agricultural industries; further, said increased promotion strengthening the furtherance of potential tourist activity benefiting the county's economy; and

(b) Determines a public purpose will be served through the dissemination of the aforesaid Baldwin County Promotional Items to the general public free-of-charge in an effort to promote Baldwin County, Alabama, within and without said county's borders which will benefit the overall economic largesse of Baldwin County, Alabama, by advertising and promoting its resources, including, but not limited to, its recreational, industrial, seafood and agricultural industries; further, said increased promotion strengthening the furtherance of potential tourist activity benefiting the county's economy.

[2] Related to the aforementioned, authorize the Purchasing Officer to issue a purchase order in the amount of \$ _____ to _____ to accomplish the purchase of the Baldwin County

Promotional items.

BACKGROUND INFORMATION

Previous Commission action/date: N/A

Background:

Staff has compiled a list of proposed promotional items related to promoting Baldwin County. Quotes were requested from five vendors: 4imprint, Bay Images, Jowess, Peterson Promotions and The Promoter. Quotes were received from two vendors: Peterson Promotions and 4imprint. The lowest bid received was from Peterson Promotions.

BACKGROUND ON "COMMISSION DISCRETIONARY FUND":

In 1961 the Alabama Legislature passed a Local Bill, relating to Baldwin County, which authorized the Baldwin County Commission to maintain a "Contingent Fund" not to exceed \$5,000 per annum only for use during special contingencies the Commission came upon during each year.

In 1999, the Baldwin County Legislative Delegation sponsored, and the Alabama Legislature adopted, Act No. 99-413 which amended the 1961 Act by authorizing the existing amount appropriated to such "Fund" to be increased to \$25,000 each fiscal year.

Furthermore, Act No. 99-413 renamed the term "Contingent Fund" to "Commission Discretionary Fund."

This proposed appropriation from the "Commission Discretionary Fund," and for the purchases aforesaid must be approved by the Baldwin County Commission as an endeavor which, in the judgment of this honorable county governing body, is worthy, in the best interest of the county, and will promote the economic well-being of the citizens of the county. The resolution attached to this recommendation meets the requirements of the applicable Local Acts of the Alabama Legislature to make such appropriation and shall, in accordance with applicable law, be spread upon the minutes of the County Commission.

APPLICATION OF AMENDMENT NO. 750 TO THE CONSTITUTION OF ALABAMA 1901:

Amendment No. 750 provides additional authority for the Baldwin County Commission, and municipal governments in the county, to promote local economic and industrial development accomplishing certain endeavors, one of which is the grant of public funds for the purpose of promoting local economic and industrial development.

Amendment No. 750 is an additional authority; a Baldwin County Local Legislative Act [Act No. 99-413 - Section 45-2-161 of the Alabama Code]: which created the Commission Discretionary Fund (see above section)] authorizes appropriations of county funds for the purpose of promoting the economic well-being of the citizens of the county.

FINANCIAL IMPACT

Total cost of recommendation: TBD

Budget line item(s) to be used: BCC Discretionary Fund - Line item 51990.5342

If this is not a budgeted expenditure, does the recommendation create a need for funding?
N/A

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?
N/A

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Keri Green will coordinate with Budget and Purchasing Department on purchase orders.

Action required (list contact persons/addresses if documents are to be mailed or emailed):
N/A

Additional instructions/notes: N/A