

**GENERAL MEETING OF THE BOARD OF DIRECTORS
OF THE NORTH EAST TEXAS
REGIONAL MOBILITY AUTHORITY**

RESOLUTION NO. 24-04

WHEREAS, the North East Regional Mobility Authority (“NET RMA”) was created pursuant to the request of Gregg and Smith Counties and in accordance with provisions of the Transportation Code and the petition and approval process established in 43 Tex. Admin. Code § 26.1, et seq. (the “RMA Rules”); and

WHEREAS, the Board of Directors of the NET RMA has been constituted in accordance with the Transportation Code and the RMA Rules; and

WHEREAS, subsequent to the initial formation of the NET RMA the Counties of Cherokee, Rusk, Harrison, Upshur, Bowie, Panola, Wood, Van Zandt, Titus, Kaufman, Camp, and Cass joined the Authority and are represented on the Board of Directors; and

WHEREAS, section 370.180 of the Transportation Code authorizes the NET RMA to promote the use of a transportation project by appropriate means, including advertising or marketing as the NET RMA determines appropriate; and

WHEREAS, the NET RMA is responsible for the operation of Toll 49, and it is necessary to promote the use of Toll 49; and

WHEREAS, in Resolution No. 19-31, the Board of Directors of the NET RMA selected Hahn Public Communications (“Hahn”) to provide marketing services to the NET RMA and authorized the Executive Director to finalize and execute an agreement with Hahn for the provision of such services (the “Agreement”); and

WHEREAS, the Agreement is set to expire on September 30, 2024; and

WHEREAS, the Board of Directors desires that the NET RMA Executive Director initiate the process of procuring marketing services through the issuance of a request for proposals (“RFP”) to solicit responses from firms interested in providing such services to the NET RMA.

NOW THEREFORE, BE IT RESOLVED, that the Board of Directors of the NET RMA hereby authorizes the NET RMA Executive Director to develop and issue an RFP for marketing services; and

BE IT FURTHER RESOLVED, that the NET RMA Executive Director shall implement a process to review the RFP responses and develop a recommendation for the Board of Directors as to the firm(s) to provide marketing services to the NET RMA; and

BE IT FURTHER RESOLVED, that no agreement related to the provision of marketing services pursuant to the RFP shall be executed without the prior approval of the NET RMA Board of Directors.

Adopted by the Board of Directors of the North East Texas Regional Mobility Authority on the 13th day of February 2024.

Submitted and reviewed by:

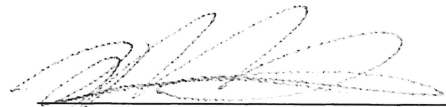
Approved:

DocuSigned by:

Brian O'Reilly

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Brian O'Reilly
General Counsel for the North East
Texas Regional Mobility Authority



Gary Halbrooks
Chair, Board of Directors
Date Passed: 02/13/24
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