

Introduced by:

Mayor

Date:

04/17/01

Action:

Adopted

Vote:

9 Yes, 0 No

**KENAI PENINSULA BOROUGH
RESOLUTION 2001-039**

**A RESOLUTION AUTHORIZING SOLE SOURCE CONTRACT TO
SEAFOOD MARKET DEVELOPERS**

WHEREAS, On April 3, 2001, the Kenai Peninsula Borough Assembly enacted Ordinance 00-19-23, appropriating \$30,000 from the general fund for a needs assessment to establish a regional branding and marketing strategy for Cook Inlet salmon fisheries; and

WHEREAS, the Mayor has found it to be in the best interest of the Borough to enter into a sole source agreement with Seafood Market Developers due to the extensive and unique qualifications of its members; and

WHEREAS, in order to implement a comprehensive brand marketing program in time for the 2002 season, all planning activities including needs assessment, research and strategy development, need to be completed by early fall 2001.


NOW THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

SECTION 1. That the mayor is authorized to award a contract to Seafood Market Developers, including Chris Mitchell, Pat Shanahan and Knut Nordness, for a not-to-exceed amount of \$30,000 to perform a needs assessment to establish a regional branding and marketing strategy for Cook Inlet salmon fisheries.

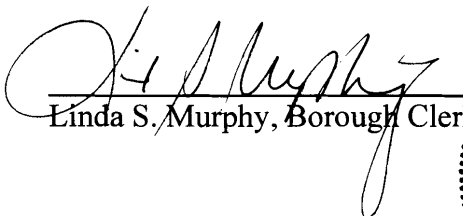
SECTION 2. That funds are available in Account No. 275.11225.00000.43011.

SECTION 3. That this resolution takes effect immediately upon its adoption.

ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 17TH DAY OF APRIL 2001.


Timothy Navarre, Assembly President

ATTEST:


Linda S. Murphy, Borough Clerk

