

**METROPOLITAN EXPOSITION-RECREATION COMMISSION**

**RESOLUTION NO. 119**

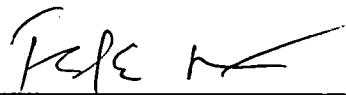
Authorizing the Chairman and Secretary / Treasurer to execute on behalf of the Commission an extension to the Agreement with Borders, Perrin and Norrande, Inc. for the advertising and promotion of the Oregon Convention Center.


The Metropolitan Exposition-Recreation Commission finds:

1. A marketing and advertising budget for the Oregon Convention Center sales effort has been approved by the Metropolitan Exposition-Recreation Commission to promote the Oregon Convention Center.
2. Professional services have been required to carry out the necessary level of advertising effort related to the approved budget.
3. The selected contractor has performed such services very effectively in the previous contract year.
4. The extension of this advertising contract falls within the purchasing policies of the Metropolitan Exposition-Recreation Commission.

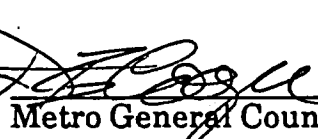
BE IT THEREFORE RESOLVED that the Chairman and Secretary / Treasurer are authorized on behalf of the Commission to execute the extension of their Agreement between the Commission and Borders, Perrin and Norrande, Inc. for the advertising and promotion of the Oregon Convention Center.

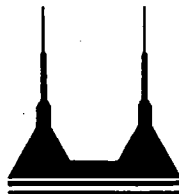
Passed by the Commission on March 12, 1991.

  
\_\_\_\_\_  
Chairman

  
\_\_\_\_\_  
Secretary / Treasurer

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Metro General Counsel

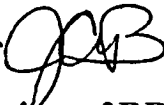


**OREGON  
CONVENTION  
CENTER**

777 N.E. Martin Luther King Jr. Blvd.  
P.O. Box 12210, Portland, Oregon 97212  
(503) 235-7575

March 8, 1991

**MEMORANDUM**

**TO:** Metropolitan Exposition-Recreation Commission  
**FROM:** Jeffrey A. Blosser   
**SUBJECT:** One-Year Extension of BPN Advertising Contract

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In October of 1988, the Commission entered into a personal services agreement with the firm of Borders, Perrin and Norrander (BPN) for the creation of advertising and promotion material for the Oregon Convention Center's marketing efforts. This contract was extended by the Commission for Fiscal Year 1989-90 which expired June 30, 1990.

BPN has done an excellent job in creating distinctive advertising concepts, accomplished extensive research and initiated good ad placement for the Oregon Convention Center to attract convention business to the Center and Portland. This agency is also the advertising agency for the Portland / Oregon Visitors Association, and this arrangement has assisted both parties in the creation of a total promotion / marketing effort with no duplication of work.

The Metropolitan Exposition-Recreation Commission has the ability to extend such personal service contracts for three consecutive years and such an extension would be consistent with MERC purchasing policies. Staff is currently putting together information to present to the Commission for approval of an RFP process for advertising promotional services at the expiration of this current agreement (June 30, 1991) if this extension is approved by the Commission.

Staff realizes that this contract extension should have been approved last June. The agreement extension was verbally communicated to BPN and work has already been completed for the current fiscal year based on program needs and the Commission-approved Sales and Marketing budget. Staff was operating under the assumption that this contract extension had been processed and apologizes for this unfortunate oversight.

Metropolitan Exposition - Recreation Commission

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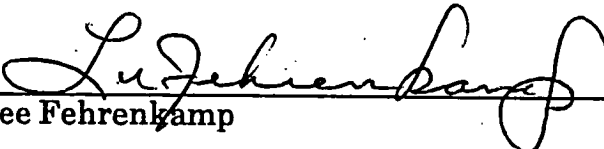
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Recommendation

Staff recommends that the Metropolitan Exposition-Recreation Commission approve the extension of the Advertising Promotion Personal Services Contract with Borders, Perrin and Norrande for the Fiscal Year 1990-91 with an expiration date of June 30, 1991.

JAB/l1

GENERAL MANAGER'S CONCURRENCE:

  
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Lee Fehrenkamp