

FOR BOARD ACTION

Agenda Item # 9

Meeting Date:

3/26/13

SUBJECT:

2013 RPU Plugged In Addendum to Exhibit A

PREPARED BY:

Tony Benson, Communications Coordinator

ITEM DESCRIPTION:

RPU's monthly publication RPU Plugged In is designed, printed, and mailed to all RPU customers by BlueSpire, Inc. (formerly known as Priority Integrated Marketing). The Master Services Agreement was approved by the Rochester Public Utilities Board in 2012, with a term of 48 months.

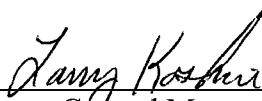
The annual contract amounts to \$106,920 for the professional services and an estimated \$151,080 for postage, which varies each month due to customer count fluctuation.

FOR CAPITAL PURCHASES/BIDS/MAJOR PROJECTS:

The cost of this service (\$258,000) was included in the 2013 annual budget and will continue to be included in the budget through 2015 with these purchases contingent on that budget approval process.

UTILITY BOARD ACTION REQUESTED:

Management recommends that the Utility Board approve a resolution for the purchase of professional services to BlueSpire, Inc. in the amount of \$774,000 for the next three years, contingent upon annual budget approval by the Utility Board and Common Council, and request that the Mayor and City Clerk execute the addendum.



General Manager

3-21-13

Date

**ADDENDUM FOR ROCHESTER PUBLIC UTILITIES
BETWEEN
BLUESPIRE, INC. ("BSI") AND ROCHESTER PUBLIC UTILITIES ("CLIENT")
3/20/2013**

This is a Addendum to Exhibit A of Project Agreement #1 dated 1/1/2012 ("Original Project") between Client and BSI. Except as expressly set forth herein, the terms of the Original Project will remain in effect; provided that any conflict or inconsistency between the Original Project and this Addendum will be governed by this Addendum.

This Addendum is to extend the Client's PO for the calendar year 2013. For calendar years 2014 and 2015, Client has the ability to cancel Exhibit A of Project Agreement #1, if client budget dollars are not approved. Cancellations must be provided with a written notification sixty (60) days prior to the end of each calendar year. The Original Project terms, as stated in Project Agreement #1 are for 1/1/2012 to 12/31/2015. All other Project terms remain the same.

PROJECT DETAILS

Print Magazine

Specifications:			
Frequency/Quantity	Colors	Size/Layout/Finished Size	Paper
12x/year/45,000	4C/4C	8.5 x 11/11 x 17/8.5 x 11	70# matte

FEE

Minimum Price per Issue: \$8,910.00.

INVOICING

BSI will invoice Client at time of approval to print.

Client Information

Rochester Public Utilities
Tony Benson
4000 East River Road NE
Rochester, MN 55906

Phone: (507) 280-1534
Fax:
Email: tbenson@rpu.org
Direct Dial:

ROCHESTER PUBLIC UTILITIES

Sign: _____

Print Name: _____

Title: _____

Date: _____

BLUESPIRE, INC.

Sign: Bruce Ficker

Print Name: Bruce Ficker

Title: CFO

Date: 3/20/13

Return signed Addendum to: Shelly Elliott at shelly.elliott@bluespiremarketing.com, or fax 952-920-9952
Questions? Please contact me at: 800-727-6397, ext 224.

MARKETING THAT
INSPIRES

MINNEAPOLIS
7050 Edenborough Way, Suite 500
Minneapolis, MN 55435

MONTVALE
110 Summit Ave.
Montvale, NJ 07645

800 727.6397
bluespiremarketing.com



RESOLUTION

BE IT RESOLVED by the Public Utility Board of the City of Rochester, Minnesota to approve an addendum to Exhibit A of Project Agreement #1 contract agreement with BlueSpire, Inc. (formerly known as Priority Integrated Marketing) and request the Mayor and the City Clerk to execute the agreement for

Project Agreement #1 – RPU Print Magazine
Exhibit A – RPU Print Magazine

The annual amount of the agreement to be \$258,000.00, or \$774,000.00 for a three year period, with the term of the agreement covering years 2013 through 2015, subject to approval of RPU's annual budget by the Board and Common Council.

Passed by the Public Utility Board of the City of Rochester, Minnesota, this 26th day of March, 2013.

President

Secretary